

# Go RVing

Canada<sup>®</sup>

## What's HOT in the News

### 2010 Annual Highlights



# JANUARY AND FEBRUARY

The idea of RVing as an affordable alternative lodging option during the Vancouver Winter Olympics continued to get press attention the first months of winter 2010.

**“As Vancouver prepares to welcome the world for the 2010 Olympics and boasts sold out hotel rooms and exorbitant lodging rates, Go RVing Canada reports that RV rentals and campgrounds are still an available and much more affordable option for visitors.”**

*The Hamilton Spectator*  
JANUARY 14, 2010

In 2010, the Canadian Winter RV shows were very successful. Attendance increased substantially from years past, with the Toronto RV Show and Extravaganza's turnout increased by a whopping 52 per cent in 2010 comparable to 2009.

The winter RV shows earned an impressive amount of media coverage with Go RVing Canada being featured in over 50 news publications, television and radio segments in the month of February alone. One of the highlights was Go RVing Canada member Dan Merkowsky being interviewed by Global TV at the Calgary Show and Sale on opening day.



**“What a more enjoyable way to spend your free time, whether heading into retirement or vacationing, than spending it with loved ones in your new RV.”**

*The Ottawa Sun*  
FEBRUARY 19, 2010

# MARCH AND APRIL

Throughout the months of March and April, Go RVing Canada was featured in an impressive amount of press. One of the highlights of the Spring press was the four page feature in Ottawa Life Magazine.



**“Back inside after a long day of being on the water the motor home provided ample proof why taking an RV is more desirable on many occasions to staying at a luxury hotel. With the night sounds of the north calling me to relax, paradise was just outside my window.”**

Jeff Voht, *The North Bay Nugget*  
APRIL 14, 2010

**“Would we do it again? In a minute. Do we recommend it for any family? Absolutely. Am I proud to be an RV Man? Damn straight.”**

*Ottawa Life Magazine*  
MARCH 31, 2010

**« Le voyage en VR leur offre cette liberté presque totale et la possibilité de s'immerger au cœur des pays visités. »**

*Le Journal de Montréal*  
MARCH 14, 2010

## Nova Scotia Media Tour

Go RVing Canada's Familiarization (FAM) Tour is arguably one of the year's most anticipated events. In 2010, the popular FAM Tour took place in Nova Scotia and was the 5th media tour organized by Go RVing Canada's PR Team in the last 4 years.

### Participating journalists:

Howard Elmer (National Post)  
Ted Laturnus (The Globe and Mail)  
Lorraine Sommerfeld (The Toronto Star)  
Shelly McCarron-Cameron (Readersdigest.ca,  
Saltscapes Magazine, among others)  
Jodi Kasten (Salon.com)



Over the course of the week, the group visited Halifax, the picturesque South Shore, rustic Kejimikujic National Park, and the highest tides in the world at the Bay of Fundy. Not only did the participating journalists visit local attractions and impressive campgrounds, but they were also able to discover the benefits, fun and flexibility associated to the RV lifestyle.

**"I just had an awesome week in an awesome province in an awesome mobile. Brand new 30 footer – yes, extravagant, but we spent the whole time in it and sampled the best that Nova Scotia has to offer."**

Lorraine Sommerfeld, *Blog – Nova Scotia Says 'Hi'*  
JUNE 21, 2010



**"We drove past countless art galleries and museums, interspersed with sugar-white sandy beaches and fishing ports that look almost too perfect to be real."**

Ted Laturnus, *The Globe and Mail*  
JULY 7, 2010

**"Just in time for the beginning of the summer RV season, Go RVing Canada's website has extensive resources on everything RV-related from information on the RVing lifestyle to tips and advice for buying or renting an RV. It now also includes a Find a Campground Near You tool and a Cost-Comparison Vacation Calculator."**

*The Province*  
MAY 19, 2010



## Press Fleets

Since the launch of Go RVing Canada's press fleet initiative, the demand has increased year after year. In the summer of 2010, several of Canada's top automotive and lifestyle journalists headed off on their own exciting press fleet adventures.

### Participating journalists:

- Shel Zolkewich (Winnipeg Free Press, The Globe and Mail)
- Peter Bleakney (The Toronto Star)
- Robin Esrock (Sympatico.ca, Vancouver Sun)
- Haney Louka (Canadian Driver)
- Jim Bray (TechnoFile.com, Canada Free Press, Post Chronicle, and a variety of other sites)
- Antoine Joubert (Sympatico.ca)



**"Most of all, I learned that spending time with my family in the slow lane can be pretty sweet."**

Peter Bleakney, *The Toronto Star*  
JULY 10, 2010



**"With the RV's high seating platform, bigger windows, comfortable seating, and ease of movement, the overall experience of nature at its finest cannot help but be enhanced."**

Robin Esrock, *Sympatico.ca*  
AUGUST 24, 2010



**"Home-cooked meals, sitting around the campfire and enjoying more of nature top the list of RV benefits versus more conventional vacations."**

Haney Louka, *Winnipeg Free Press*  
AUGUST 27, 2010

## 'A' Morning Ottawa

On July 7th, 2010, Go RVing Canada Spokesperson Michael Hatch appeared on 'A' Morning Ottawa, where he cooked breakfast in an RV, while speaking about the affordability, flexibility and freedom associated with the RV lifestyle.

Furthermore, Hatch spoke of the latest RV industry trends, the benefits associated with the RV lifestyle, and the RV centennial *Top 100 Spots to RV in Canada* contest.



**"I'm totally in man. It's all gonna happen. I'm taking the boys and hitting the road."**

*'A' Morning host, Kurt Stoodley*

JULY 7, 2010



## BT Toronto

In August 2010, Go RVing Canada Spokesperson Angèle Lapointe was interviewed by 'Live Eye' host Jennifer Valentyne on popular Breakfast Television (BT) Toronto.

The segment focused on what to bring on your RV summer vacation, the benefits of RVing, popular Canadian RV vacation destinations and the *Top 100 Spots to RV in Canada* centennial contest.

**"There are RVs for every need and every lifestyle. RVing is so flexible. You can pick and choose what you need, for the needs that you have."**

*Angèle Lapointe, Go RVing Canada Spokesperson*

## Centennial *Top 100 Spots to Go RVing in Canada* Contest

In partnership with the Recreation Vehicle Dealers Association (RVDA) of Canada and the Canadian Tourism Commission (CTC), the *Top 100 Spots to RV in Canada* contest was launched in early July 2010. This month-long contest, engaging RV enthusiasts across Canada, allowed participants to submit their favourite spot to RV in Canada for a chance to win an Apple iPad in a draw early August.

Mr. Lloyd Blue from Camrose, Alberta was the winner of Go RVing Canada's centennial contest. His favourite spot to RV in Canada was Two O'Clock Campground in the Kootenay Plains ecological reserve, in Alberta.



# JULY AND AUGUST



**“So often this is the way that road travel works out and many a friendship is formed. Just another bonus provided through living the RV lifestyle.”**

Dean Tilley, *TREK Magazine*  
AUGUST, 2010

**“We were trekking through Nova Scotia in an RV; it’s still one of my favourite ways to see Canada, with the ability to leave the beaten path of the cities, but leave none of the comforts behind.”**

Lorraine Sommerfeld, *The Toronto Star*  
AUGUST 7, 2010



**“You will never tire of RVing in Canada because over the next horizon there is something amazing to see and experience. The people are friendly and the RV campgrounds are set into the Canadian wilderness.”**

Discover *Canadian Outdoors*  
JULY 9, 2010

**“Another great view? Steaming out aboard Lunenburg Ocean Adventures on a deep sea fishing expedition. Bonus? Catching a cod is thrilling and RVers can cook their catch an hour after fishing it out of the briny blue.”**

Shelley Cameron-McCarron, *Reader’s Digest Canada*  
AUGUST 30, 2010



# SEPTEMBER AND OCTOBER

Following the RV centennial *Top 100 Spots to RV in Canada* contest, the Go RVing Canada PR team showcased the Top 11 Spots to Go RVing in the country, by selecting the most voted area in each province. The promotion lasted throughout the fall months and received a lot of press coverage.

In November 2010, a unique award medal was designed for each of the Top 11 spots to Go RVing in Canada, which they were able to feature on their website. This medal honoured each location as the top spot to Go RVing in their province by Go RVing Canada!



**"At just shy of 300 kilometres, the Cabot Trail isn't as much a destination as a journey. Perfect for RVers, the route wraps around the coast of Cape Breton, providing views of the rugged shoreline that must be seen to be appreciated."**

*MSN Autos - Top 11 RVing Spots in Canada*  
OCTOBER 7, 2010

## AJAC TestFest

Once again this year, Go RVing Canada partnered with the Canadian Car of the Year (CCOTY) and became a sponsor of the TestFest event, supplying a Class A RV.

As in previous years, Go RVing Canada was represented inside the AJAC TestFest tent with our branded booth in the main meeting area. Go RVing Canada PR team member Angèle Lapointe was onsite for the duration of the event, and spoke with numerous participating journalists who were passing through the tent daily. Lapointe discussed of the benefits, comfort and pleasures associated with the RV lifestyle, and of future RVing projects and activities.

In addition, Lapointe handed out Go RVing Canada branded USB keys to all journalists present, which featured Go RVing Canada the media kit, latest press releases and a selection of high resolution photos.

This event has proven once more to be a great opportunity for Go RVing Canada to speak with automotive journalists and highlight the many positive aspects associated with the RV lifestyle. It was also a great occasion to speak of upcoming FAM Tours and potential press fleets.



In September 2010, Go RVing Canada was listed as a top 4 finalist in the Manhattan based publication PR News in its NonProfit Awards Press Release category for the "RVing Great Alternative to Expensive Hotel Lodging at Olympics" press release.

## Top Spots to Go RVing Voted by Canadians...

**"My family and I like to travel all over in our RV. One of my favourites is Port Stanley, Ont. Beautiful views, great beaches and warm friendly faces everywhere you go."**

Ellen Vardy, Port Dover

**"Saratoga Beach on Vancouver Island. I love it because of the beautiful beach, salmon fishing, gorgeous view of mountains and water. Close to Mt. Washington for summer or winter fun."**

Fay Morris, Victoria

**"We really like Killarney Provincial Park for the quietness and beauty of crystal clear lakes and quartz mountains. The hiking trails are a great way to get back to nature and see some of the natural beauty of the northern Ontario wilderness. This is a rustic camping experience, which means you get to put your boondocking skills to the test as there are no electric sites here, but the stillness and beauty far outweigh being able to run your A/C. This is a place that makes you want to be outside anyway."**

David Hatton, Milton

**"We love RVing to Spruce Woods Provincial Park in Manitoba. The park is immaculately groomed, is full of walking trails, close to the Spirit Sands, has a lovely beach and has beautiful private camping sites!"**

Betty Brunel, Minnesota

**"Arguably one of the most beautiful areas to go camping or RVing is the north shore of Lake Superior, especially the stretch of shoreline between Sault Ste. Marie and Wawa, Ontario. With the abundance of provincial parks and campsites along the way, this is picture perfect camping. To the south of the highway are the rugged shores of Lake Superior and if you venture off to the north side of the highway you will find hundreds of lakes to fish, that one can roll the RV onto the shore of. If you go, bring your camera. You will want to remember this camping trip forever."**

Liam Brennan, Sault Ste Marie

## “Fill the RV” Christmas Food Drive Campaign

In December 2010, the Go RVing Canada PR team organized the “Fill the RV” Food Drive Campaign benefiting The Salvation Army. On December 20th, 2010, Go RVing Canada donated an RV full of non-perishable food to the international organization through a live ‘A’ Morning segment, where Go RVing Canada accepted the food donations from the surrounding community.

This event was promoted through Facebook, Twitter and the Go RVing Canada website. The Go RVing Canada PR team also went around Ottawa’s Byward Market, asking local merchants for their support ahead of the event.

**“It’s the gift that keeps on giving all year round.”**

Bill Welychka, ‘A’ Morning host



« Les grands véhicules récréatifs et les roulettes à sellette gagnent en effet en popularité, tout comme les nombreux sites qui les accueillent. C’est pour souligner ce nouvel engouement, et donner quelques pistes de vacances pour les amateurs, que l’organisme Liberté en VR a publié sa liste des 11 meilleurs endroits au pays pour prendre des vacances en VR. »

*Autonet.ca*  
NOVEMBER 25, 2010

**Go RVing**  
Canada®

# RV CENTENNIAL

2010 marked the RV industry's 100th anniversary! To commemorate this incredible occasion, the Go RVing Canada PR team organized special events and spoke about it through different media outlets.

In June, Go RVing Canada member Ron Blackburn appeared on CTV Ottawa Tech Now, where he spoke of the latest RV trends and benefits associated to the RV lifestyle. The segment also showcased the RV centennial and clearly demonstrated RV's everlasting popularity.

Also in June, 580 CFRA host Dean Roberts and co-host Kevin Pidgeon interviewed Go RVing Canada spokesperson Alana Fontaine as part of their program The Outdoor Experience. Alana took this opportunity to speak with the hosts about the RV industry, the latest RV trends, and this year's centennial.



**"RVs today are phenomenal. People always want to travel in comfort."**

The Globe and Mail  
*Celebrating 100 years of the RV*  
MARCH 17, 2010

**"This year marks the 100th anniversary of the first recorded RV to hit the road. Not only is the industry surviving, it is thriving. More than 14% of Canadian households own an RV."**

Edmonton Free Trader  
*Let the good times roll*  
JUNE 3, 2010

**"A century after the first mass-produced RV rolled off the assembly line, and despite uncertainty about the general economy and rising fuel prices, enthusiasm for RVing remains strong."**

The Province  
*After 100 years, RV travel is still all about fun and freedom on the road*  
MAY 28, 2010

**"The RV has replaced the summer cottage, and can be a lot more luxurious. With no expensive property purchase, mortgage and little maintenance, families are opting for the open road instead of the same old place at a local lake."**

Star Phoenix  
*RVing celebrates 100 years on the open road*  
MAY 20, 2010

# What did Canadians Discover in 2010?

**"In an RV all the sights and sounds of the road become part of the vacation."**

*The Calgary Sun*  
AUGUST 30, 2010

**"Just goes to show that life away from home can be as good as home sweet home."**

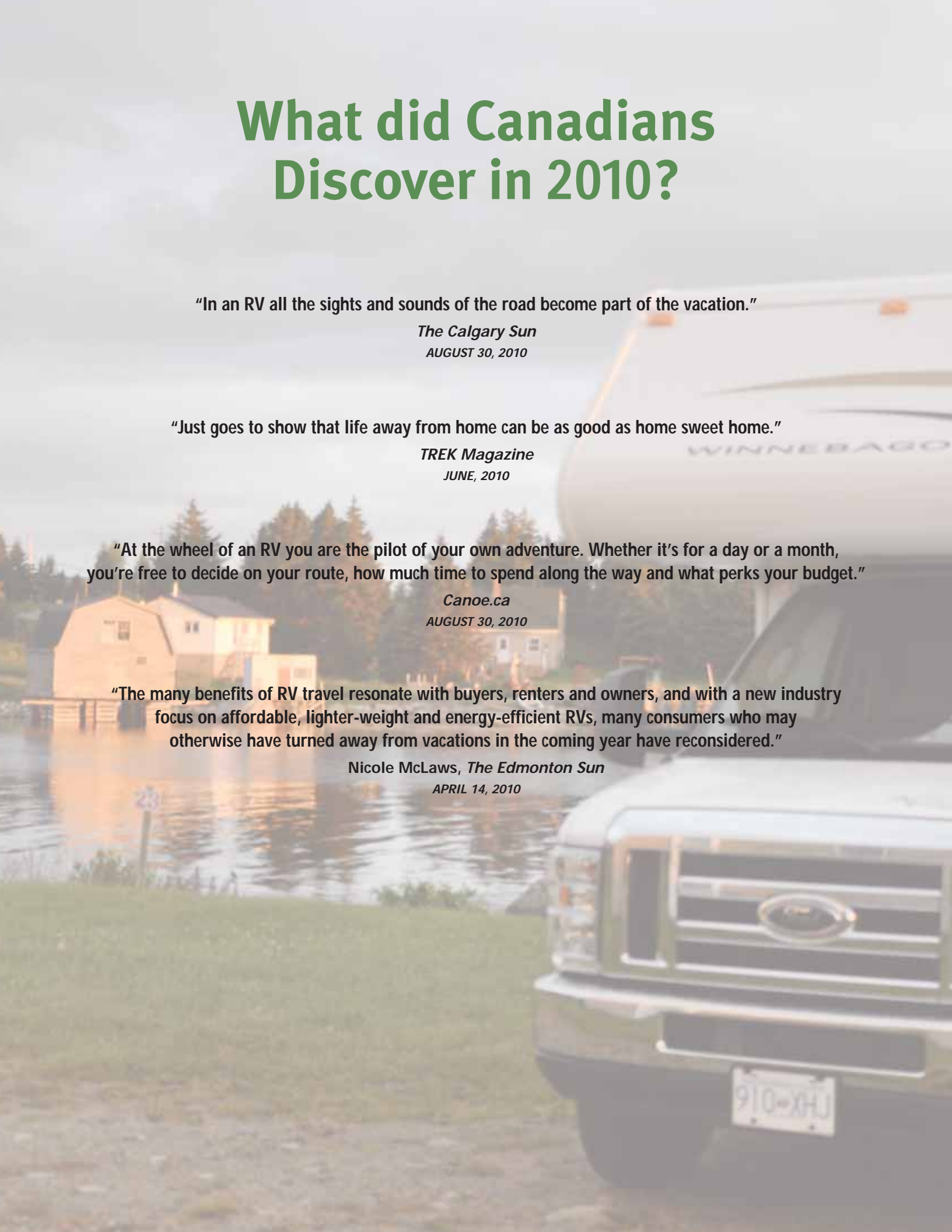
*TREK Magazine*  
JUNE, 2010

**"At the wheel of an RV you are the pilot of your own adventure. Whether it's for a day or a month, you're free to decide on your route, how much time to spend along the way and what perks your budget."**

*Canoe.ca*  
AUGUST 30, 2010

**"The many benefits of RV travel resonate with buyers, renters and owners, and with a new industry focus on affordable, lighter-weight and energy-efficient RVs, many consumers who may otherwise have turned away from vacations in the coming year have reconsidered."**

Nicole McLaws, *The Edmonton Sun*  
APRIL 14, 2010





# Go RVing Canada<sup>®</sup>

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