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RVIA Targets Affluent Travelers in 'NBC Today' Segment

Posted By Woodall's Campground Management On July 14, 2011 @ 10:43 am In Industry News | No Comments



Winnebago motorhome used in 'NBC Today' segment on glamping.

"NBC Today" showcased camping for upscale luxury travelers – the popular "glamping" trend — in a three-minute segment on Tuesday (July 12) with consumer correspondent Janice Lieberman and two female friends on the road in a stylish, luxury rental motorhome.

The motorhome was arranged by a public relations team at the Recreation Vehicle Industry Association (RVIA), the trade group noted in a news release.

"An alternative to camping for those of us who love the great outdoors but would rather not sleep with the snakes," quipped show host Kathie Lee Gifford, introducing the report.

The featured motorhome, a Winnebago Journey provided by high-end RV rental company Allstar Coach, offered upscale comforts and conveniences for the women — "not your usual RV gang," in the words of the reporter. "A luxury RV complete with a living room, kitchen, bathroom and bedroom," she commented admiringly, as the camera

panned through it.

At the Normandy Farms Campground in Foxboro, Mass., the group enjoyed facials and a manicure as well as more typical campground activities like making s'mores and singing around the campfire. The next morning, after preparing breakfast in the RV's kitchen, they dined al fresco, complete with champagne mimosas.

The consumer reporter pointed out that for a group sharing expenses, even a high-end RV glamping trip can be affordable. "Most RV rentals go for \$80 to \$200 a night," she added.

"With this story, we targeted affluent travelers who want to be pampered, showing that RV camping can equal and surpass a five-star resort hotel experience," said James Ashurst, RVIA vice president of public relations and advertising.

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