



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

House of Commons Standing Committee on Finance – Pre-budget Consultations 2014

This brief is submitted by: The Recreation Vehicle Dealers Association (RVDA) of Canada

The **Recreation Vehicle Dealers Association (RVDA) of Canada** is a national, volunteer federation of provincial and regional RVDA associations and their members who have united to form a professional trade association for all businesses involved in the recreation vehicle industry.

The core objective of the RVDA of Canada is to bring together and represent the retail businesses involved in the recreation vehicle industry across Canada, thus providing the support and strength to protect and promote the interests and welfare of Canadian RV Dealers, and to maximize the potential of the industry for all involved.

In sum, ***dedicated investment in tourism policies to support the RV industry is needed, as part of a comprehensive Canadian Tourism Framework.***

Recommendation 1

The Canadian Tourism Commission (CTC) advertising and messaging should include particular reference to RV and Camping opportunities to those target markets where RV rentals are being offered in Canada. Promotion should gear towards highlighting a new way to discover Canada. The Government of Canada should provide targeted and dedicated investment in camping/RV infrastructure in Canada's National Parks. Investing in camping/RV infrastructure will play a critical role in the overall contributions of the tourism industry to future economic development and prosperity.

RVing and camping are large components of tourism, both internally (Canadian) and externally (from outside Canada). There is a crucial need for this to be recognized by the Canadian Tourism Commission (CTC) as a viable growth area for tourism in Canada. As campground services continue to rise in demand, critical infrastructure needs -such as sizing requirements to accommodate larger RVs and access to appropriate electrical outlets and waste disposal facilities -remain unfunded. The funding could come from the Consolidated Revenue Fund.

Implementation of this recommendation would benefit:

- RV retailers, as engines of the economy, productivity, employment and economic growth
- Chain of tourism services and products and general retailers across Canada

As the RVing industry contributes billions to the Canadian economy, advertising in targeted markets is crucial if we want Canadians to travel within Canada instead of going to the United-States. Moreover, upgrades in infrastructure is essential if we want to be able to ensure the future of this industry and make it more accessible to Canadians.

Recommendation 2

Disparity between campsite rates at national parks and independently operated parks is undermining Canada's RV and camping industry. Small campgrounds are unable to compete with the rates charged by national parks. Below standard rates in national parks are limiting their ability to make necessary upgrades to park infrastructure. Proper infrastructure is a necessity if we are to ensure that both Canadian and international travellers choose Canadian destinations instead of competing US attractions.

Our organization recommends equating public campsite rates with those of independently owned campgrounds and extending the operating seasons of Canada's historic parks and canal systems to help finance infrastructure improvements.

As the rates are equated within the campsites and the season is extended for the camping and RV industry, the infrastructure upgrades will become self-financing in the long-run.

Implementation of this recommendation would benefit:

- Chain of tourism services and products and general retailers across Canada
- Independent campgrounds
- RV retailers, as engines of the economy, productivity, employment and economic growth
- RV users

With implementation of this recommendation, small campgrounds will be able to make the necessary park infrastructure upgrades and welcome more Canadian RV users which would normally go to the United-States.

Executive Summary:

RVing in Canada has a considerable economic impact; the manufacturing, purchasing, servicing and use of recreation vehicles contributes billions – both directly and indirectly – to the Canadian economy each year. In fact, in 2011, the total economic activity associated with the Canadian recreation vehicle industry reached **\$14.5 billion**. There are over 3,000 independently owned and operated campgrounds across Canada, each offering a unique experience for Canadians and international visitors. As campground services continue to rise in demand, critical infrastructure updates are needed.

In order to meet the needs of Canadians and remain competitive, RVDA makes two recommendations:

- 1) Critical infrastructure updates -such as sizing requirements to accommodate larger RVs and access to appropriate electrical outlets and waste disposal facilities -remain unfunded.
- 2) Equate public campsite rates with those of independently owned campgrounds and extending the operating seasons of Canada's historic parks and canal systems to help finance infrastructure improvements.

With implementation of those two recommendations, it will ensure a bright future for the RV industry as infrastructure is updated, Canadians will be less tempted to go to the United States and stay within Canada for RV trips and small campgrounds will be able to make the necessary upgrades.