



RV Market Toolkit 2025

1. Seasonal Demand Calendar

Pre-Season (January-March)

- Begin stock build-up for caravan products (54-67% of peak demand)
- Maintain consistent motorhome inventory (43-67% of peak)
- Start campervan range expansion (30-100% of peak)

Peak Season (April-August)

- Maximum caravan stock levels (79-100% of peak)
- Increase motorhome options (81-100% of peak)
- Full campervan range (62-81% of peak)

Late Season (September-October)

- Maintain caravan stock (79-100% of peak)
- Reduce motorhome gradually (67% of peak)
- Keep campervan options (81-62% of peak)

Off-Season (November-December)

- Minimum caravan stock (41-67% of peak)
- Basic motorhome range (54-67% of peak)
- Reduced campervan selection (55% of peak)

2. Cross-Segment Product Development Guide

Essential Range (All Segments)

- Standard replacement mattresses
- Basic toppers
- Essential bedding

Premium Range (Segment Specific)

Caravan:

- Custom-sized luxury mattresses

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- Premium memory foam toppers
- Seasonal bedding packages

Motorhome:

- Lightweight premium mattresses
- Space-saving solutions
- Temperature-regulating options

Campervan:

- Multi-functional designs
- Quick-install solutions
- Compact luxury options

3. Customer Journey Mapping Template

Awareness Phase

- Search terms used
- Common questions
- Initial pain points

Consideration Phase

Tracking points:

- Comparison factors
- Review importance
- Price sensitivity
- Brand recognition

Decision Phase

Key influences:

- Social proof elements
- Technical specifications
- Delivery options
- Installation support

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Post-Purchase

Follow-up points:

- Usage satisfaction
- Comfort feedback
- Additional needs
- Referral potential

4. Competitor Pricing Analysis Framework

Market Position Analysis

Premium Segment:

- Price range: £X-£Y
- Key features expected
- Target customer profile

Mid-Range Segment:

- Price range: £X-£Y
- Essential features
- Value propositions

Entry-Level Segment:

- Price range: £X-£Y
- Basic requirements
- Competition factors

Pricing Strategy Checklist

1. Base cost calculation

- Materials
- Manufacturing
- Shipping
- Overhead allocation

2. Margin structure

- Direct costs

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- Marketing costs
- Support costs
- Profit targets

3. Competitive positioning

- Market average
- Premium justification
- Discount limitations

4. Seasonal adjustments

- Peak season pricing
- Off-season strategies
- Bundle opportunities