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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.

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.

[1] [2] [3] [4] [5] [6] [7] [8]

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[6] Image: <http://technorati.com/faves?add=http%3A%2F%2Fwww.woodallscm.com%2F2011%2F07%2Frvia-targets-affluent-travelers-in-nbc-today-segment%2F>

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[9] Camping in the Cold is Growing in Popularity: <http://www.woodallscm.com/2010/02/camping-in-the-cold-is-growing-in-popularity/>

[10] Normandy Farms: The Amenities Bring People Back: <http://www.woodallscm.com/2009/09/normandy-farms-the-amenities-bring-people-back/>

[11] Daniels Family Marks 250th Year on Land: <http://www.woodallscm.com/2009/06/daniels-family-marks-250th-year-on-land/>

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