



# **BTA-1013**

# **Communicating with Data**

MODULE 7 DATA SUMMARY PRESENTATION

## **2012 CANADIAN RECREATION VEHICLE INDUSTRY REPORT**

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# OBJECTIVES

Provide insights (2012 Canadian Recreation Vehicle Industry Report) take a decision on the following questions:

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- ☐ Whether to open an RV dealership
- ☐ If so, which province?
- ☐ Most lucrative place based on the location and the clientele potential
- ☐ Summary of possible customers

# INTRODUCTION

- ❑ Recreational vehicles(RVs) : vehicles designed for transportation, traveling and temporary living.

- ❑ TYPES RANGE:

- Motorhome
- Fifth wheelers
- Recreation trailers or campers

- ❑ Traveling needs :
  - Young families with children.
  - Retired couples.



Class C Motorhome



Family camp with **Class A Motorhome** in the background



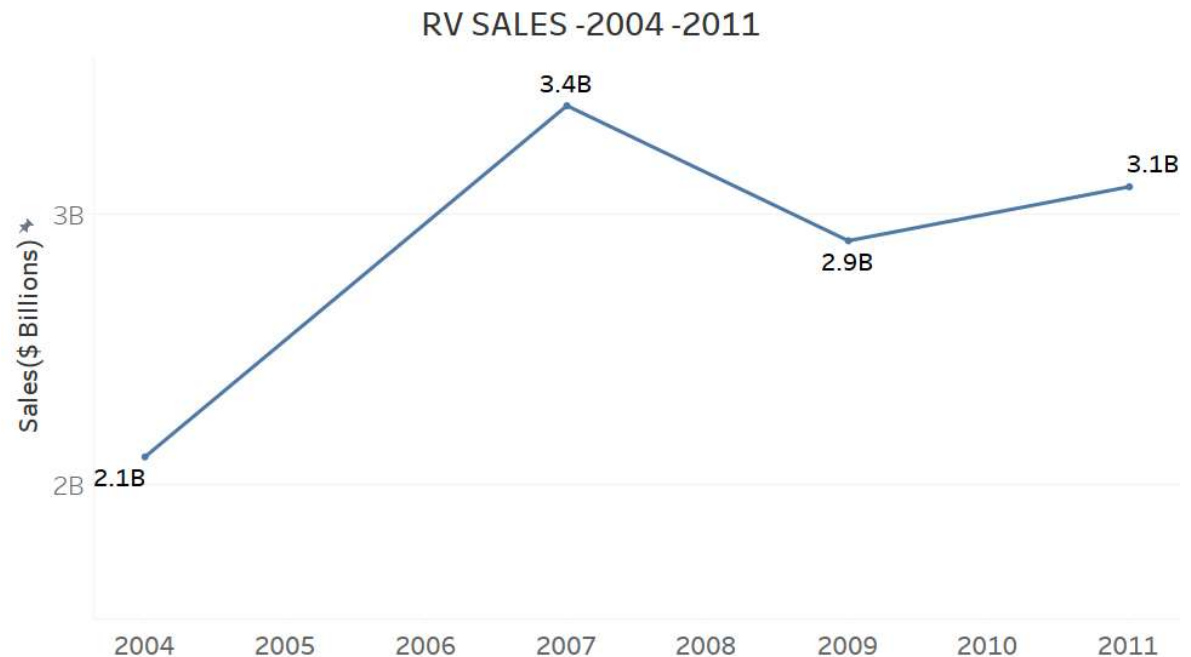
Family camp with **Fifth wheel RV** in the background



**Recreation camper** in background of family camp

# OPENING AN RV DEALERSHIP

- General sales increase from **2004 (2.1B)**.
- Peaked as in 2007 (**3.4B**)
- Declined to **2.9B** in **2009**
- Experienced steady increase since then to **3.1B** in **2011** from over **400** dealerships
- Sale increase (**6.9%**) from 2009 to 2011, current trajectory will result in sale above 2007 peak sale.
- Open RV dealership



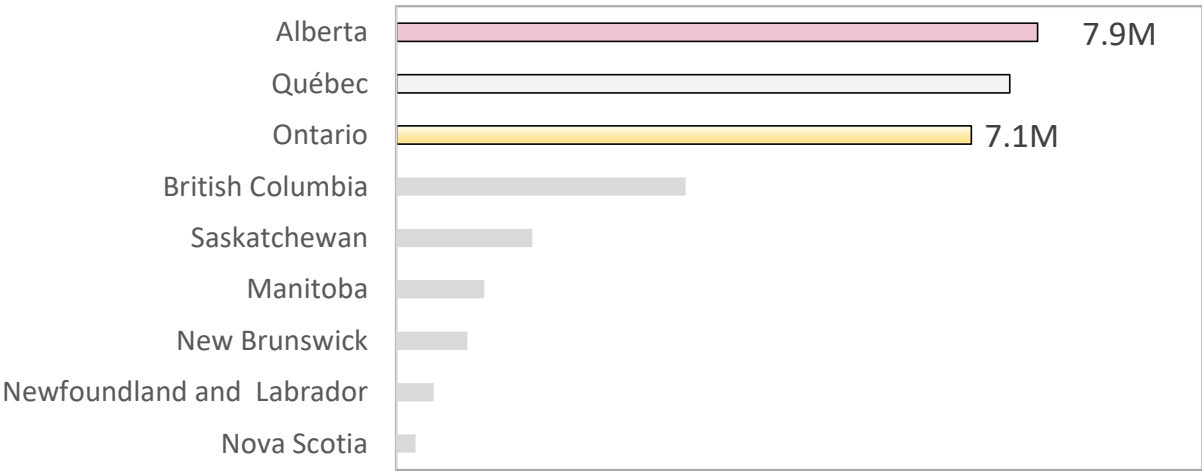
# DEALERSHIP PROVINCE

- From the top 3, even though Alberta (7.9M) has the highest sales, Ontario (7.1M) is the ideal province.

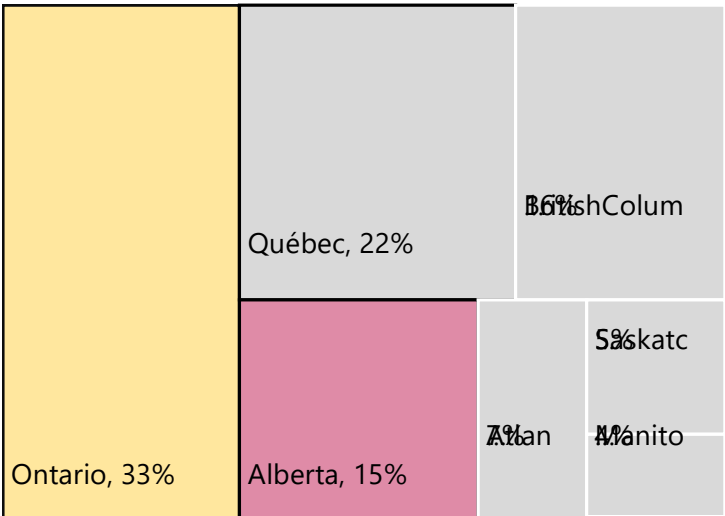
## Reasons:

- 27% of RV owners compared to 23% in Alberta are found in Ontario.
  - ❖ Translate to greater number of travelers who service their RVs when travelling or periodically.
- Of the top three destination Ontario (33%) is the highest.
  - ❖ Translates to greater number of travelers who will service their RV when they arrive.

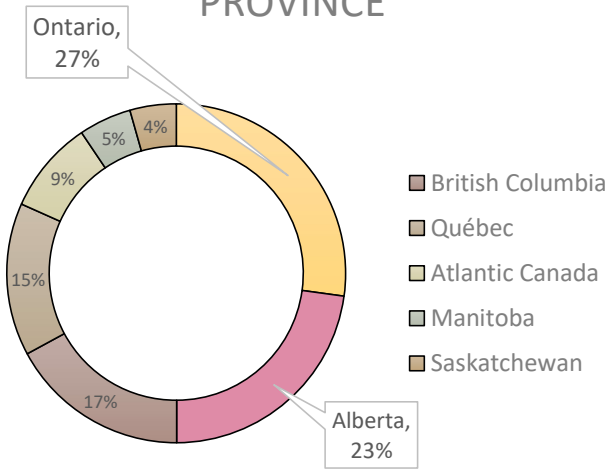
2011 PROVINCE RETAIL SALES AND SERVICE REVENUE



2011 PROVINCE DESTINATIONS



2011 RV OWNERSHIP BY PROVINCE



# DEALERSHIP LOCATION & POSSIBLE CUSTOMERS SUMMARY

**1,135,014**

OTTAWA -  
Gatineau  
POPULATION

**66.3%**

15 TO 64 AGE  
GROUP

**311,175**

FAMILIES IN PRIVATE  
HOUSEHOLDS

**38.8%**

FAMILIES WITH  
CHILDREN

**4**

AVERAGE FAMILY  
SIZE

**\$136,000**

FAMILY HOUSEHOLD  
ANNUAL MEDIAN AFTER  
TAX INCOME

Source :2021 Statistic Canada Census

# CONCLUSION

- ❑ Open the RV dealership
- ❑ Ideal Province-Ontario
- ❑ Most lucrative location –Ottawa  
Gatineau
- ❑ Clientele Summary- Average family size  
(4) with:
  - 38.8% of population
  - median annual after-tax income -  
**\$136,000.**