

Wallabing 

**2020 DALLAS RV SUPERSALE
EVENT RECAP**

WALLABING OVERVIEW

Wallabing 

EVENT DETAILS

- **Event Dates:** February 20 - 23, 2020
- **Event & Activation Times:**
 - Thursday, February 20 & Sunday, February 23 - 10am-6pm
 - Friday, February 21 & Saturday, February 22 - 10am-8pm
- **Event / Activation Location:**

Dallas Market Hall
2200 N Stemmons Fwy
Dallas, TX 75207-2803
Activation area will be in Main Hall
- **Estimated Attendance:** 12K-14K



Wallabing

EVENT SUMMARY

- # of email addresses:
 - TOTAL: 229
 - RENTERS: 123
 - OWNERS: 80
 - UNKNOWN: 26
- # of email addresses per day:
 - Thursday, 02/20: 43 (return users: 0)
 - Friday, 02/21: 42 (return users: 7)
 - Saturday, 02/22: 54 (return users: 9)
 - Sunday, 02/23: 56 (return users: 9)
 - Post-event return users: 7



SUMMARY: As you can see from the return users, we got a +18% bump in contacts per day who came BACK to Wallabing.com and signed up. The swag and explainer sheets are doing their job to increase your ROI. It also indicates the impact of branding. Since the show, an additional 7 people have come in, so the impact of the show last longer than the show itself.



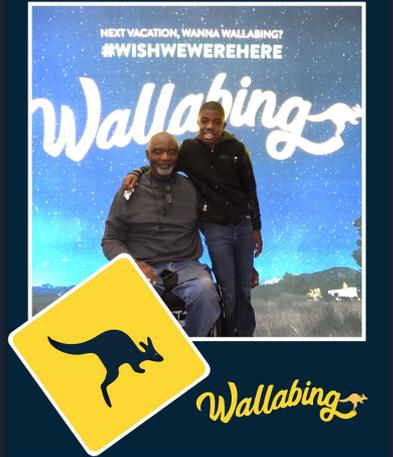
EVENT SUMMARY

Impressions & Deep Dives

- Thursday: no counters onsite
- Friday: 564 impressions / 17 interactions/deep dives
- Saturday: 1,373 impressions / 56 interactions/deep dives
- Sunday: 736 impressions / 56 interactions/deep dives

Photobooth Interactions

- 131 total photos
- 112 total email addresses (deduped)
- All photos and analytics:
<https://events.thebrandbooth.com/client/analytics/s0a7EY17WTppN3VP>



POTENTIAL PARTNERSHIPS

- Holiday World RV
- Good Sam
- Texas Renaissance Festival
- North Texas RV Repair - Interested in high-end repairs (Terry Durante). Owner has a full shop and several bays for RVs that have major repair issues. Interested in partnering.
- RVSA (RV Service Academy) - They had an event last year and went on Outdoorsy to rent 30 RVs. They were turned off and canceled because of all the fees.
- Workamper News - Publication and directory for RV owners to find hourly jobs while out on the road. Festivals, races, etc. There's a marker of RV owners who are bloggers, etc. that we could tap into for content.
- *Pro RV & Boat Storage**
- *Barefoot Bay Marina & RV Resort (new owner took over in Aug. 2019)**
- *Lake Texoma Association**
- *Silvercreek RV Resort**

**didn't speak with, but putting on radar*



Wallabing

CONSUMER COMMENTS

Positive:

- This is great, it allows me to rent something I think I might want and then decide whether I want to buy or not. (Potential renter)
- I only stay in my RV about 3 weeks a year. This will be great for me. When does it come out? (RV owner)
- I have another RV that is older and I don't use. It will be good for this. (RV owner)

Negative:

- I don't want to let anyone stay in my RV. Not even my kids are allowed in there. (RV owner)
- This seems too complicated. Do you provide sheets? (RV owner)

Other objections for why owners didn't want to list:

- Clean up after
- Driving a 5th wheel in traffic
- Insurance
- Availability (blocking out dates for their own families)



Wallabing 

BUDGET



Item	Estimate	FINAL	Notes
Booth Space	\$1,550.00	\$1,612.00	Jason's CC // \$1,550 for two spaces + 4% CC processing fee
Electrical	-	\$279.83	Jason's CC
Booth / Show Insurance	\$168.00	\$86.52	Jason's CC
Display	\$4,760.00	\$4,760.00	Rogue CC
Event Staff - Brand Ambassadors	\$10,000.00	\$10,000.00	Rogue Check
Apparel - t-shirts	\$500.00	\$1,058.89	Rogue Check
Branded tablecover	\$700.00	\$700.00	Rogue Check
Table - 8'	\$200.00	-	Jason C. personal
Chair	\$80.00	-	Jason C. personal
Photo Booth - Digital Only	\$2,000.00	\$1,850.00	Rogue CC
Premiums - Non-woven Bags @ 2,500	\$4,750.00	\$6,026.41	Rogue Check
Stickers	-	\$514.08	Jason's CC
iPads	\$2,000.00	-	Bimal personal
Printing	\$1,000.00	\$1,098.00	Rogue CC
Pull-up Banner Stands	-	\$390.75	Rogue CC
Amazon - iPad Covers & Chargers	-	\$188.13	Jason's CC
Dick's Sporting Goods - People Counters	-	\$86.52	Rogue CC
Home Depot - Misc. Event Supplies	-	\$33.35	Rogue CC
Shutterstock	-	\$44.38	Rogue CC // Higher resolution images for backdrop, images for other display assets
ESTIMATED TOTAL	\$27,708.00	\$28,728.86	

OBSERVATIONS & OPPORTUNITIES

UNITED RV - SEMINAR LEARNINGS

- Facebook workshop
- Main focus of workshop was around two words “**COMMUNITY**” and “**MODERN RV’ER**” as these are the two words that resonate
- Facebook communities will be an interesting play and an opportunity for content, audience analysis, and educational/FAQ info



North Texas Campers & RVers
Group · 5.3K members

+ Join

My name is Jim Vitow and I have been traveling and camping since 1984 when I took my first cross country trip with my late...
20 posts a day

TEXAS RVing & CAMPING
Group · 10K members

+ Join

This group is simply for those who camp in Texas and the surrounding states. This is a great place to share pics of your trips...
50 posts a day



RVing Explained
Group · 3K members

+ Join

Welcome friends, family, and fellow RVers,...
3 posts a day

RVing On A Budget
Group · 13K members

+ Join

Enjoy the comforts of having a discussion about tips and ideas, share photos, meet new people, and overall share your experience...
4 posts a day

🏠 26 members said they live in Dallas, Texas

Community is a major part of the RV lifestyle. To that end, Wallabing needs to create an identifier that shows our audience (and others) they are part of the tribe. How can Wallabingers identify each other out on the road/campsites? Possible ideas: stickers for RV, garden flags, or flags above RV



OTHER OPPORTUNITIES TO CHASE DOWN

1. Partnership with RV experience travel companies (Fantasy RV tours) to include experiences and planned rallies for people who don't own an RV

Why worth considering: Fits into the concierge and experience branding

2. Partnerships with sporting good stores - at the Tampa show people told us that Outdoor World rents RVs (they don't) but there's an opportunity to get exclusive partnerships with them

Why worth considering: first mover with a place that people already think does what they don't do. Extension of dealer strategy...

3. Incentive options for people who choose to act early: fuel cards, labor hours/maintenance, Good Sam's Membership, give away a free trip

Why worth considering: Need early adopters and these incentives are valuable while also being affordable



OTHER OPPORTUNITIES TO CHASE DOWN

4. Wallabing Membership - when you list you have access to Wallabing's service marketplace. (Like Dave Ramsey's ELPs). Discounts at certain places when you show your card. % off gas, Good Sam's membership included?

Why worth considering: Opportunity to build community and show the Wallabing network. Could charge for this, but give first year free for listing.

5. Prepare for unique situations: RVs are unique spaces for people when displaced by financial/natural disasters. Partner for future flood/quake/tornado

Why worth considering: Vibes with the RV community approach and offers unique PR opportunities

6. Utilize older inventory - RVs over a certain age may be less drive worthy, but could certainly fit the park and use model for parks, concerts etc.

Why worth considering: Second life for older, but nice vehicles that also offer rental income



OTHER MARKETING IDEAS

1. Initiate a survey for objective intelligence
(Many people not interested in renting their RV until they are...)
2. Use Facebook and Reddits for community building
3. Position Wallabing as the non-Coke. "For the next generation..."
4. Handicap-ready RVs - known for a fleet that has these??
5. Expand presence at shows by being on both the service and dealer side. Be in the dealer area with the specific purpose of helping the dealer close a sale or present a revenue opportunity that can help buyer upgrade their purchase
 - a. Meet people in buy mode
 - b. Introduction of revenue opp that could make the RV or your dreams a reality



Wallabing 

OTHER MARKETING IDEAS



iPad Landing Page Concept

Create an interactive demo experience to showcase the features/benefits of Wallabing. An alternative and a little more in depth beyond traditional paper collateral - also appeals to a variety of audiences.

Average Rental Fees

XXXXX	\$150
XXXXX	\$250
XXXXX	\$450

Why there's a market that your RV can serve.

X% of adults 25+ are looking for road trip adventures

X% of adults 25+ are looking for road trip adventures

The average RV sits in storage
XXXXweeks/year

Industry fact

CTA (List Your RV)

Owner Page Example

The hidden costs of RV ownership

XXXXX	\$XXXX/year
XXXXX	\$XXXX/year
XXXXX	\$XXXX/year

How can your RV work for you...

Takeaway 1

Takeaway 2

Takeaway 3

The average RV sits in storage
XXXXweeks/year

Industry metric

CTA (where Wallabing can take you today)
Link to available inventory

Renters Page Example

OTHER MARKETING IDEAS

Premiums / Giveaways - most popular things that we don't want to be without:

- Koozies** (alcohol consumption at Dallas RV Show event is ~500+ cases/wknd day)
- Bags
- Stickers
- Candy
- Sunglasses
- Kid item (light up bouncy ball, ball, etc.)

Drawing Prizes

- RV
- \$100 fuel card
- Maintenance hours
- Free rental nights
- Wallabing membership?
 - If you're listed on Wallabing then you have access to our list of partners / here's your Wallabing card
- Good Sam's (or similar) membership

On the website: In order to build out the "adventures/planned vacations," used the guided RV vacation itineraries from popular RV guide sites. Value prop: take part in something as cool as an RV travel plan without having to own the RV you use



Wallabing