

MONTHLY TRENDS REPORT

FEBRUARY 2023

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



GO ON A REAL VACATION



YOUNG ADULTS SEEK TO BALANCE THEIR DIGITAL & PHYSICAL WORLDS



11%

Increase in the number of people who consume less than 2 hours of social media per week.
CIVICSCIENCE.COM, 2022

10%

decrease in the number of people who consume more than 2 hours per week among 18-24-year-olds since 2017.

45%

of teens say they feel overwhelmed by social media.
CMGROUP.COM, 2022

17%

of streaming platform users plan to cancel their paid subscriptions in the next 6 months.
YouTube, 2022

47%

of Gen Z prefers to shop in store compared to online, more than any other generation.
CMGROUP.COM, 2022

CULTURE CUE 1:

In response to the anxiety and addiction associated with high social media use, more and more people are logging off to live healthier, more mindful lives. New York Times columnist Charles Blow wrote about his experience with a strict seven-month break from Twitter, saying "Cutting back on Twitter changed my life for the better."
New York Times, 2022

CULTURE CUE 2:

Members of the Luddite Club, founded by high school students in New York City, swear off smartphones and social media in favor of low-tech, face-to-face experiences. The term "Luddite" refers to someone opposed to technological progress. Members say the high-tech disconnect has helped them find new hobbies and learn more about themselves.
New York Times, 2022



CULTURE CUE 3:

As pandemic fears fade, rave culture is on the rise again. Enthusiasts are embracing everything from new fashion to virtual nightclub experiences. But this time around, events are taking on decidedly nostalgic themes like Disney princess raves and the SpongeBob rave tour.
TrendHunter, 2022

CULTURE CUE 4:

In late 2022, the dating app Bumble announced a series of exclusive meetups that go beyond "swiping right" and instead aim to bring people together in real life. The events range from spin classes to cocktail hangouts, community service, and more.
Bumble, 2022

WHY THIS MATTERS:

Younger generations are becoming increasingly conscious of how poor digital habits affect their mental and physical wellbeing. These members of the so-called "phygital" generation—the ones who effectively balance physical and digital experiences—are leading a change in how we think about and use technology in our day-to-day lives. Go RVing members can appeal to these consumers by positioning RVing as the perfect balance between exciting, physical experiences and technology-driven comfort and connectedness.

BEFORE YOU GO



THE NEXT GENERATION OF MINDFUL MEDIA

CULTURE CUE 1:

Deezer, a European music streaming service, is launching a new mindfulness app called "Zen." The app features guided yoga, meditation sessions, and inspirational editorial pieces. With Zen, Deezer will compete with well-known brands like Calm and Headspace for its share of the wellness app market, which is predicted to be worth \$17.5 billion by 2030.
TechCrunch, 2022

CULTURE CUE 2:

An app called "Chill Pill" is also betting on the growth of mindful media. The app, which mainly targets women, gender-fluid, and non-binary people ages 24 and under, provides a space for users to anonymously share feelings and personal experiences in small, voice-only chat groups. Chill Pill bills itself not as an app for advice or therapy, but rather a place to be authentic and vulnerable in a non-judgmental atmosphere.
Chill Pill, 2022

WHY THIS MATTERS:

In the aftermath of the COVID-19 pandemic and with current economic pressures on the rise, people globally are experiencing unprecedented mental health crises. In 2023, Go RVing members should consider positioning RVing as an effective way to improve mental wellness by living in the moment and being in touch with nature.

GO ON A REAL VACATION



Got questions, comments, or topics for our trends team to research? Shoot us an email at gorving@rvia.org.