



**FOR IMMEDIATE RELEASE**

## **Improving Economy Has RV Show Ready to Make Waves**

*GoodTimes Promotions to add boats to its January show in Pleasanton for the first time in years*

Pleasanton, CA, Dec. 15, 2010 -- With the demand for RVs growing and signs that the economy is improving, organizers of Northern California's largest indoor RV show have decided to make some waves. GoodTimes Promotions is adding boats to its winter RV sale for the first time in years.

From Jan. 7-17, the 23rd Annual Manufacturers RV and Boat Show at the Alameda County Fairgrounds in Pleasanton will feature a virtual armada in addition to the unparalleled selection of RVs and accessories it traditionally offers.

"We know the economy hasn't completely turned around, but we see signs of improvement. In fact, the attendance and sales at our RV shows over the past year have been strong enough that we felt comfortable branching out and offering more," said Mike Nohr, president of GoodTimes Promotions. "And really, boats and RVing go hand in hand so we're confident the addition will be a hit."

The Great Recession drove the RV industry into a ditch, but signs are pointing to the end of the rough road. RV shipments from manufacturers to dealers are projected to increase by nearly 43 percent over 2009, according to a forecast by Dr. Richard Curtin, a RV industry analyst and director of consumer surveys at the University of Michigan. While sales face challenges due to slow economic growth, Curtin predicts continued growth in shipments of nearly 4 percent in 2011. In addition, RV parks and campgrounds across the country report that reservations in 2010 are up 5 percent over 2009, which was one of the best years for campgrounds despite the recession, according to the RVIA, which tracks industry trends.

"What these figures show is that people are looking for inexpensive vacation options, and RVing leads the pack in fun and frugal ways to get away," show manager Shawn Nohr said. "Savvy travelers know if they buy now, they'll save for years down the road."

Those who attend the January show will be able to see hundreds of RVs, boats and accessories--new and used--negotiate directly with dealers and do it all in one convenient location.

Cost: Adults \$12; seniors (65+) \$10, children 16 and under free. Special "Senior Wednesday 2 for 1." Held at the Alameda County Fairgrounds: 4501 Pleasanton Ave., Pleasanton, Jan 7-17, 2011; Mon - Fri 11am - 8pm, Sat 10am - 8pm; Sun 10am - 6pm, Monday MLK Day 10am to 6pm. For information, call (925) 931-1890 or visit [www.rvshow.net](http://www.rvshow.net).

**About GoodTimes Promotions:**

Good Times Promotions was founded by Michael Nohr in 1988 after he stepped away from 30 years in the RV industry. He started in the RV and trailer business working for Nohr's RV, which was owned and operated by his father.

**Media Contact:**

Erin Musgrave

BeachHouse Communications

[erinmusgrave@gmail.com](mailto:erinmusgrave@gmail.com)

(530) 864-7014