



## Growing Ranks of Younger RVers Log On To RVShark For Summer Vacation Guidance

*Time magazine recently noted that "recreational vehicle sales are booming, with RVs attracting a younger and more affluent crowd. And to find parks that their peers recommend, the new RVers are logging on to RVShark (<http://www.rvshark.com>).*

([PRWEB](#)) June 12, 2003 -- PALO ALTO, CALIF. (PRWEB) June 12, 2003 "Long considered the domain of frugal retirees, RV parks are soaring in popularity with younger, upscale vacationers. And to find parks that their peers recommend, the new RVers are logging on to RVShark (<http://www.rvshark.com>).

Vacations by RV will surge this summer. In its April 7, 2003 issue, Time magazine noted that "recreational vehicle sales are booming, with RVs attracting a younger and more affluent crowd."

Launched in August 2001, RVShark contains reviews of RV parks in 27 US states and Mexico. Each review is based exclusively on the comments of RVers.

RVShark is much different than Woodall's North American Campground Directory, the leading RV park guidebook. While Woodall's details pet restrictions, overnight fees, and other facts often available on the RV parks' own websites, RVShark focuses on guest satisfaction. For example, RVShark's entry for the LazyDays Rally Park in Seffner, Florida reads:

"Highly recommended!" squeal guests of this "beautiful," Tampa-adjacent facility. Folks rave about the "great pool area," "huge banquet room," and "complimentary breakfast and lunch." The managers must hope to get you in an upgrading mood for when you visit their RV "sales lot next door."

It's not by chance that RVShark reads more like a hotel guidebook than a campground directory. The younger, more affluent RVers were once partial to resorts, and prefer the guidebook style. And RVShark's parent company SharkPage also owns the HotelShark website, which National Geographic Traveler magazine praised for its "unvarnished guest opinions of hotels."

The new RVers are Internet users. In fact, laptop use in RV parks is on the rise. On May 27, 2003, Wired magazine reported that "upscale RV parks are rolling out networks that allow users to connect throughout their facilities using Wi-Fi technology."

Neither RVShark nor its parent SharkPage, Inc. is associated with National Geographic Traveler, Time, Wired, Woodall's, or any company affiliated with the aforementioned.

### About RVShark

RVShark, the online recreational vehicle publication, features raw reviews of RV parks based on real RVers' experiences. A commercial member of the Family Motor Coach Association, RVShark also includes RV for sale and RV park for sale sections. RVShark is available free of charge on the Internet at <http://www.rvshark.com>. RVShark is owned by SharkPage, Inc., a privately held corporation based in Palo Alto, California.



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