

YORK RV SHOW 47TH SHOW A SUCCESS

The **47th Annual York RV Show** was held March 20–22, 2026, at the York Expo Center in York, Pennsylvania. Paid admissions included approximately **3,000 RV enthusiasts**, all eager to explore the latest 2026 RV models and camping trends.

James Kesterke, show chairman, reported that the energetic crowd filled the Expo Center throughout the weekend, taking in over **140,000 square feet of indoor exhibit space**, along with additional RV displays outdoors. The **eight participating RV dealers, representing eleven locations**, reported strong consumer interest and positive sales activity.

More than **60 campgrounds and industry vendors** were on hand to connect with attendees, showcasing destinations, services, and products that enhance the camping experience. Vendors featured a wide range of offerings including RV services, accessories, outdoor products, and more.

The show remained a family-friendly event, with lots of free entertainment including balloon animals, face painting, glitter tattoos, caricature and interactive activities that kept younger guests engaged throughout the weekend.

A signature feature of the York RV Show continues to be the **hourly prize drawings**, where attendees can win camping-related prizes throughout the event. The show again utilized convenient QR code entry for participation, making it easy for families to enter and engage.

An extensive, multi-platform marketing campaign helped drive attendance and awareness. Efforts included television, OTT streaming, digital advertising, radio, billboards, direct mail, newspapers, a free year membership with the dyrt and social media. Targeted digital strategies such as geofencing, pre-roll video, and promotional partnerships helped reach both current RV owners and prospective buyers across the region.

The show website, yorkrvshow.net, served as a key resource for attendees, providing exhibitor listings, event details, maps, and convenient access to advance ticket sales.

The York RV Show is proudly produced by the **Pennsylvania Campground Owners Association**, whose volunteers play a vital role in planning and executing the event each year.

Jason Vaughan, Executive Director, noted, *"The York RV Show continues to be one of the premier consumer events connecting families with Pennsylvania campgrounds, RV dealers, and the outdoor lifestyle. We're proud of the continued growth and strong engagement we're seeing from both exhibitors and attendees."*

Planning is already underway for the **48th Annual York RV Show**, scheduled for **March 19–21, 2027**. For more information, visit yorkrvshow.net or pacamping.com.

Looking ahead, the PCOA also will host the return of **Lehigh Valley RV Show** during the **second weekend of January**, continuing its long-standing tradition as one of Pennsylvania's premier early-season RV events. Held at the Allentown Fairgrounds Agri-Plex, the show connects thousands of attendees with leading RV dealers, campgrounds, and industry vendors, offering an ideal opportunity for families to plan their upcoming camping season. Together with the York RV Show, these events serve as key drivers of consumer engagement and tourism across the Commonwealth. For complete details on both shows, including dates, exhibitors, and ticket information, visit **PaRVShows.com**.

About the Pennsylvania Campground Owners Association

The Pennsylvania Campground Owners Association (PCOA), established in 1963, represents privately owned campgrounds and RV parks across the Commonwealth. Through **PaCamping.com**, consumer publications and industry programs, PCOA promotes camping as an affordable family vacation while supporting Pennsylvania's outdoor recreation and tourism economy.

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