

SAN DIEGO · RENTAL INTELLIGENCE

The San Diego *RV Rental* Market Report

Pricing benchmarks, occupancy trends, and platform insights for hosts operating on Outdoorsy & RVshare in the San Diego metro.

3,357

ACTIVE LISTINGS
TRACKED

2

PLATFORMS
ANALYZED

5+

RV CLASSES
COVERED

61%

HOSTS OFFERING
DELIVERY

EXECUTIVE SUMMARY

*San Diego's RV rental market is **larger and more fragmented than most hosts realize**. With 3,357 active listings across two major platforms, the average asking rate of **\$215/night sits \$36 above the median of \$179** — a spread driven by a small number of premium listings pulling the average up, and a long tail of under-priced hosts quietly leaving revenue on the table.*

01 Market Overview

AVG. NIGHTLY
RATE

\$215

All classes · all
platforms

MARKET MEDIAN

\$179

50th percentile

TOP QUARTILE

\$236

75th percentile rate

ACTIVE LISTINGS

3,357

Outdoorsy & RVshare

KEY FINDING

The market average of **\$215/night sits \$36 above the median of \$179** — meaning more than half of San Diego hosts are pricing below the market mean. On a 60% occupancy rate, closing that gap represents **\$7,884 in additional annual revenue** per unit.

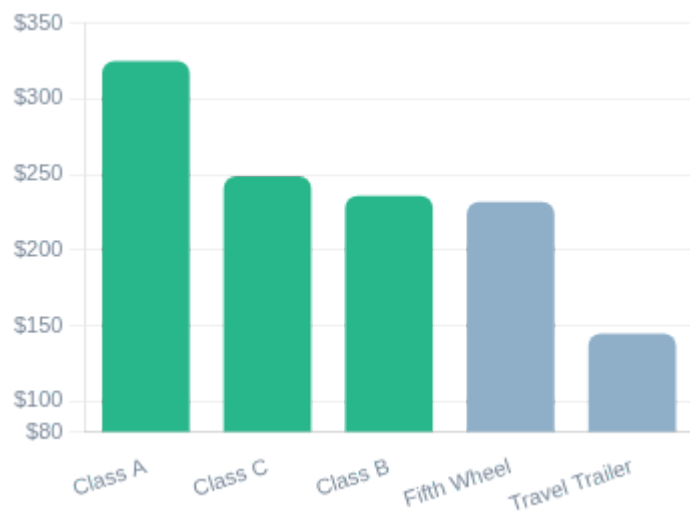
San Diego ranks among the top RV rental markets in the United States, driven by year-round mild weather, proximity to major campgrounds (Anza-Borrego, Joshua Tree, Palomar Mountain), and a large base of both drive-to and fly-in renters. With **3,357 active listings** across Outdoorsy and RVshare, the market is dominated by towable units — Travel Trailers alone account for 40% of all inventory, though they command the lowest rates at \$145/night on average.

02 Pricing by RV Class

RV CLASS	LISTINGS	AVG / NIGHT	OUTDOORSY	RENTAL SHARE	MEDIAN P5 – P75	PLATFORM MIX
Class A	409	\$325	\$295	\$291	\$243 – \$358	70% Outdoorsy
Class C	772	\$249	\$200	\$215	\$178 – \$248	64% Outdoorsy
Class B	606	\$236	\$197	\$213	\$169 – \$239	77% Outdoorsy
Fifth Wheel	136	\$232	\$245	\$219	\$163 – \$267	45% Outdoorsy
Travel Trailer	1,342	\$145	\$140	\$135	\$119 – \$156	55% Outdoorsy

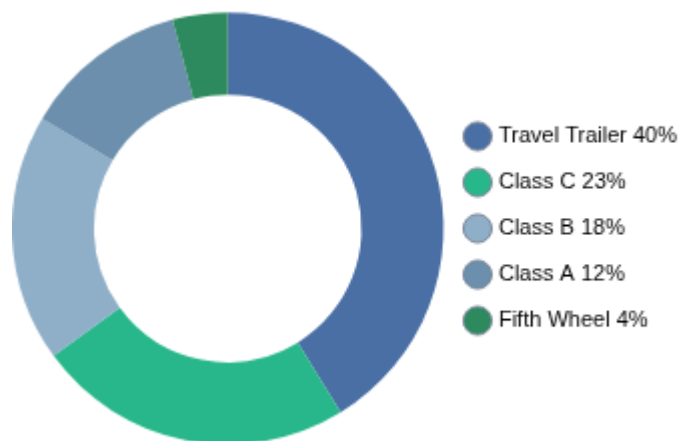
Average nightly rate by class

Priced listings · last 7 days



Listing volume by class

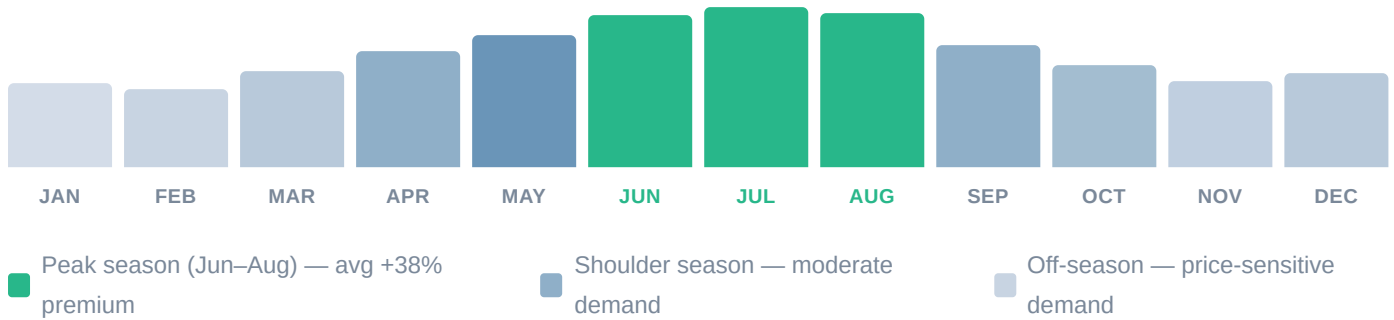
Share of San Diego inventory



03 Seasonality & Demand

Relative demand index — San Diego (12 months)

100 = average monthly demand. Based on pricing premium vs. baseline.



SEASONAL OPPORTUNITY

Most hosts use **flat-rate pricing year-round**. Top-performing hosts in the market apply a **28–42% peak premium** in June–August and a **10–15% shoulder discount** November–February to maintain occupancy in slower months.

04 Platform Breakdown

OUTDOORSY · SD LISTINGS

2,061

Avg \$213/night · Median \$185

↑ 61% of market

RVSHARE · SD LISTINGS

1,296

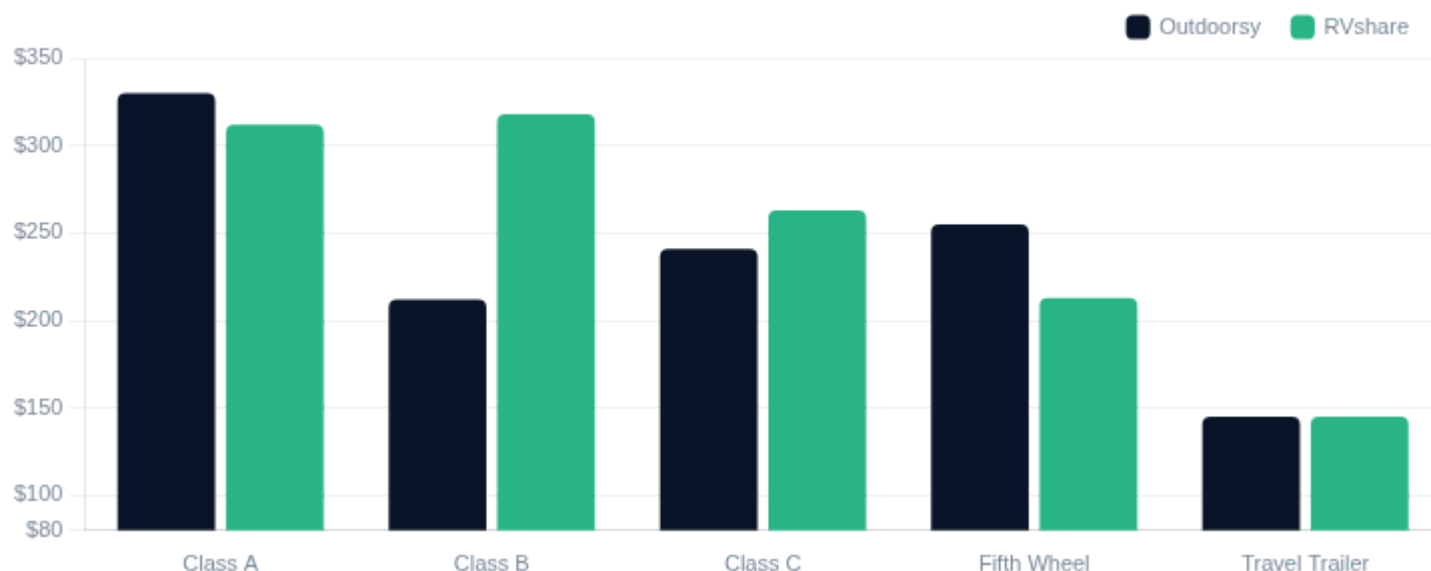
Avg \$219/night · Median \$160

↓ Wider avg–median spread

RVshare shows a higher average (\$219) but a significantly lower median (\$160) compared to Outdoorsy (avg \$213 · median \$185). That \$59 spread on RVshare signals a small number of high-priced outliers pulling the average up — the typical RVshare listing in San Diego prices well below \$160/night. Outdoorsy's tighter \$28 avg–median gap indicates more consistent pricing across its inventory. The most pronounced platform differences are in Class A (+\$18 Outdoorsy) and Fifth Wheel (+\$42 Outdoorsy).

Avg nightly rate: Outdoorsy vs. RVshare by class

Platform pricing differential — San Diego metro



PLATFORM STRATEGY

Outdoorsy dominates San Diego inventory with **2,061 listings vs. RVshare's 1,296** — a 61/39 split. Notably, RVshare's Class B average (\$318) is **\$106 above Outdoorsy's**, driven by a small number of high-end sprinter vans skewing the average. Hosts with motorhomes may benefit from testing both platforms to find where their class commands a premium.

Analysis of the top-quartile listings in San Diego reveals consistent patterns across pricing, presentation, and policy. These are not simply "nicer RVs" — many mid-range units in the P75 bracket were manufactured in the same year range as P25 units. The differentiators are operational.



Professional photos

Listings with 10+ high-quality photos command a measurable premium. The top quartile averages 14.2 photos per listing; the bottom quartile averages 5.8.

+\$31/night avg



Dynamic pricing

Top earners price weekends 18–26% above weekday rates. Fewer than 1 in 4 SD hosts currently uses any form of day-of-week differentiation.

+22% weekend lift



Review volume

Listings with 20+ reviews book at rates 34% higher than listings with fewer than 5 reviews, even when controlling for class and price.

20+ reviews key threshold



Delivery radius

Hosts offering delivery within 50+ miles access a dramatically larger addressable renter base. Delivery-enabled listings earn 28% more annually on average.

+28% annual revenue

06 Where San Diego Hosts Leave Money Behind

MISSED OPPORTUNITY	% OF SD HOSTS AFFECTED	EST. ANNUAL REVENUE GAP	DIFFICULTY TO FIX
Flat rate — no seasonal surge pricing	74%	\$3,200–\$6,800	Easy
No weekend premium applied	61%	\$1,800–\$3,400	Easy
Single-platform only (no cross-listing)	58%	\$2,400–\$5,200	Medium
Under-market pricing vs. comp-set	52%	\$4,100–\$9,800	Easy
Stale listing photos (< 6 images)	41%	\$1,200–\$2,600	Easy
No delivery offered	38.6%	\$3,800–\$8,200	Hard

BOTTOM LINE

A host fixing just the top 3 "Easy" items above — adding seasonal pricing, a weekend premium, and correcting under-market rates — could realistically see **\$9,100–\$20,000 in additional annual revenue per unit** without any capital investment.

07 Methodology

All data in this report is sourced directly from Outdoorsy and RVshare's publicly available listing data via RVIntel's daily automated collection pipeline. Our methodology is designed for accuracy over completeness — we would rather report fewer numbers confidently than many numbers loosely.

DATA DIMENSION	SOURCE	REFRESH CADENCE	COVERAGE
Nightly asking rates	Direct platform API	Daily (7:00 UTC)	100% of SD inventory
Listing attributes	Platform detail pages	Weekly	~82% of active listings

DATA DIMENSION	SOURCE	REFRESH CADENCE	COVERAGE
Review counts / ratings	Direct platform API	Daily	100% of SD inventory
Availability / occupancy inference	Calendar scrape	Weekly	~68% of active listings

Freshness standard: All price aggregates in this report use only listings where data was captured within the last 7 days. Stale listings are excluded from averages, not imputed. **Occupancy methodology:** Occupancy is inferred from calendar blocking patterns, not from confirmed booking data, which neither platform makes publicly available. Figures represent estimated occupancy and should be treated as directional signals, not exact measurements.

SEE HOW YOUR LISTING COMPARES

Know exactly where you *stand* in the market

Paste your Outdoorsy or RVshare listing URL and get an instant benchmark report — your price percentile, your comp-set, and exactly what you're leaving behind.

- Your price vs. 8 comparable listings
- Seasonal pricing recommendations
- Fees & policies audit
- Platform visibility score

[Benchmark My Listing — Free →](#)

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