About Us

Fun Roads is a **FREE** advertiser-supported, 24/7 television network that taps into the spirit of the open road.

There's been a fundamental shift in the way we travel... we're hitting the road in our cars, RV's & motorcycles like never before. For many of us, that also means working from wherever we happen to be!

Fun Roads is the first 24-hour HD channel that celebrates simple and spontaneous choices. Hitting the road isn't expensive or complicated.

Just get in the car and go.

Fun Roads

your adventure starts here

Want to carry Fun Roads?

Reach out!

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WHY FUN ROADS?

Fun Roads is the All-American dream vacation.

You know that intrepid road trip with the top down, wind in your hair & some great tunes blasting as this great nation slides by your open window.

Moments that will become the foundation for a lifetime of memories.

Fun Roads launched in San Francisco in 2019. Since then, we've scaled our broadcast TV distribution to over 70 broadcast TV markets & 65M Households.

Go to: Where to Watch Fun Roads to see our broadcast TV markets.

EVERYONE'S ON THE ROAD

In 2023 11.2 million H.H. owned an RV, up 62% from 2001 & 26% from 2011. The RV industry's economic impact of $114B supports 600,000 jobs that equates to $32B in wages & $12B in taxes.

Road trips are also hot, 62% of US adults expect to vacation by car in 2024. 39% of leisure trips in 2021 included a road trip, up 17%. Spending on road trips rose from $66.6B in 2015 to $113.7B in 2016.

Annually US leisure trips generate $741B, creating $179.7B in taxes. Metro Areas lead the nation in road trips with an increase of 250% over last year.

Federal Covid Relief aid is now flowing to State, County & Local governments for marketing to domestic travelers. See how Tourism pays for Denver

WE HAVE THE SHOWS

Fun Roads is on the air 24/7 right now in 9 of the nation's top 10 broadcast TV DMA's. With over seventy broadcast TV series.... we're growing.

Fun Roads' family-friendly, take-it-on-the-go travel content satisfies a unique, enormous, and underserved leisure travel market. We only air broadcast quality editorial content with complete Chain of Title & E&O insurance.

Fun Roads has already premiered three original series within two years of the Network Launch. Three more series are in production for a 2024 premiere only on Fun Roads.

We have All-Screens/All-Rights functionality plus an NCTC Master Carriage Agreement so you know we're easy to work with.

Flexible Work, Flexible Travel: The New Normal

Many Americans took advantage of the option to work while traveling in 2023, capitalizing on the opportunity to book & plan longer, more spontaneous trips due to more flexible working environments. The "work from anywhere" trend will continue to be a hot topic with more than 3/4 of respondents* indicating that their ability to work remotely is a "key consideration" in how they travel in 2024.

- 76% of employed travelers could work remotely in 2022.*
- 59% of those worked remotely during some of their leisure trips.*
- 38% say they have more opportunities to work remotely than they did pre-pandemic.*





Road Tripping is On The Rise!

Americans are eager to hit the road, specifically Millennials & Gen Xers. Nearly 1/2 of likely 2022 travelers are planning a road trip in the next 12 months. They want to make long road trips more exciting; experiencing nature while reconnecting with travel partners; & clearing their minds to escape, explore & discover new places.*

- 53% of travelers say they're likely to consider renting an RV for a trip.
- 45% included RVs in their top three types of accommodations, up 13% from 2020.*
- 70% of Millennials and 54% of Gen Xers are planning on taking mutiple road trips in the next twelve months.*
- 74% of travelers say that local diners & dives are their favorite stops during road trips.*

Bringing 'Home' On the Go: Family Travel!

Family travel is projected to remain an important factor when choosing how and where to vacation in 2023.* More than 1/2 of likely 2023 travelers want to spend quality time with family or explore and discover new places, both of which have increased in appeal since 2020.*

- 81% of travelers say they're excited to travel with family in 2024.*
- 59% of travelers find a road trip appealing.*
- 62% of parents say that thier kids are excited to road trip.
- 62% of pet owners plan to bring their pets with them on some trips this year.*

* 2023 Travel Trend Report

