

Outdoorsy Selects Google Cloud to Enable Global Scale Growth as Consumer Demand Accelerates

With millions of travellers opting for road trips and camping during the pandemic, Outdoorsy turns to Google Cloud infrastructure and AI to enable its sustainable expansion

Sunnyvale, Calif., and Austin, Texas, Sept. 30, 2021 – [Outdoorsy](#), the trusted RV rental and outdoor travel marketplace, today announced that it has selected Google Cloud as its platform for growth and global scale. Under this agreement, Outdoorsy will leverage Google Cloud’s secure, global, and low-latency infrastructure to support its growing user base and to expand the availability of its services internationally.

Outdoor travel has soared over the past 18 months during the pandemic, with millions of travellers opting for road trips, recreational vehicle outings, camping, and more. Outdoorsy is a leader in the RV and outdoor travel-sharing economy, operating a significant and growing marketplace for owners and travelers alike, posting 145% growth in bookings over the past year.

As the trend toward outdoor experiences continues to accelerate, Outdoorsy will leverage capabilities including Google Kubernetes Engine, security services, BigQuery, cloud-native analytics, and AI and machine learning to power personalized consumer recommendations and dynamic pricing. Outdoorsy’s goal is to create a 360-degree view of online and offline customer experiences in the great outdoors.

“People are embracing outdoor travel at unprecedented levels, and we’re delighted to partner with Google Cloud to address this explosive consumer demand,” said Ryan Quinn, Co-founder, Outdoorsy. “Google Cloud’s infrastructure will power Outdoorsy’s global expansion and, importantly, this means we will run on the industry’s cleanest cloud, reducing our carbon footprint and ensuring a sustainable approach to growth.”

“The ability to quickly scale to meet new customer demand is critical for fast-growing businesses, and many of these companies are turning to Google Cloud services to support their explosive growth,” said Janet Kennedy, Vice President at Google Cloud. “Global, flexible, and low-latency cloud infrastructure will ensure that Outdoorsy can scale to address customer demand in new regions, quickly and sustainably. And cloud-native capabilities in AI and analytics will help Outdoorsy deliver seamless experiences to users.”

Additional Resources

- Keep up with the latest Google Cloud news on our [newsroom](#) and [blog](#).
- [Google named a Leader in 2021 Gartner Magic Quadrant for Cloud Infrastructure and Platform Services again](#)
- [Gartner names Google a leader in 2021 Magic Quadrant for Cloud AI Developer Services report](#)
- [IT leaders are choosing a sustainable future](#)

About Google Cloud

Google Cloud accelerates organizations’ ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google’s cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About Outdoorsy

[Outdoorsy](#) is the most trusted on-demand RV rental and outdoor travel marketplace on the planet. Founded in 2015, we have offices worldwide in the U.S., Canada, Australia, France, and the UK. Our mission is to mobilize the 54+ million idle RVs around the world to ensure everyone has the access, choice, and opportunity to safely enjoy outdoor experiences and travel while we empower RV owners to realize life-changing financial benefits.

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