



CAMPGROUNDBOOKING.COM

# CAMPGROUND RESERVATIONS MADE SIMPLE

Built for campground owners. Made by RVers.

We help campgrounds save time and boost occupancy through our campground management software and a powerful booking engine.



**Save Time**



**Boost Revenue**



**Happy Campers**

## Contact Us for a Demo:

Team member email: [Sean@campgroundbooking.com](mailto:Sean@campgroundbooking.com)

Website: [CampgroundBooking.com](http://CampgroundBooking.com)

# Why Online Reservations Are Important



**To date, we've helped over 10,000 campers book successfully online.**

If given the option, studies show that **over 60% of consumers would prefer to book their campsite online.**

Not only is online booking convenient for campers, but it can help save campgrounds hundreds of hours per year that was previously spent fielding phone and email reservation requests.

By moving to online reservations, we believe campgrounds can not only attract more guests — but save a lot of money.

**The problem:** Moving to an online reservation system can be expensive, and many of the campground softwares available are adapted from old hotel systems that don't fit the needs of current campground operators (plus, they are clunky & hard to use).

**Enter CampgroundBooking:** We built a free and easy to use reservation system and property management software, designed specifically for campgrounds.

## What We Offer

- ✓ Drag and drop dashboard
- ✓ Secure online payment processing
- ✓ Integration with Quickbooks
- ✓ Cloud based application
- ✓ Mobile responsive booking page
- ✓ Real-time reporting
- ✓ Automated emails
- ✓ Ability to offer sale items (i.e firewood)

# Why Use CampgroundBooking?



*Mini case study*

## #1 Save time by moving from manual to online reservations.

One of our customers is Logan Lake Campground in British Columbia.

Charlene runs the campground and reached out because for years the campground only accepted phone and email reservations. At the start of each new camping season the front office would be bombarded by reservation requests through email and phone.

All of these inbound requests were incredibly difficult to manage, not to mention the time it took away from checking guests into the park, cleaning or park upkeep.

Since signing up with CampgroundBooking, Charlene's been able to accept over 2,000 reservations online. **These 2,000 bookings translates to over 333 hours of time saved by letting her guests book directly online** (based on the average phone or email reservation taking 10 minutes).



**Logan Lake Municipal Campground**  
480 Campground Ave Logan Lake, BC V0K 1W0

On Logan Lake beside Meadow Creek Golf Course, Copper Ridge Disk Golf and Bike Skills Park 1 km. from downtown, hiking on nature trail. Clean and quiet. Reservation fee \$8. Nightly fee \$30.00 powered site; tent site is \$24.00

**AMENITIES**

✓ Boat Launch      ✓ Fishing

RESERVE NOW

7/31/2019 - 8/1/2019

**Guests**

Adults: 2

Children: 0

Book Now

View [Logan Lake's CampgroundBooking page here.](#)

## #2 Save money.

In addition to being able to cut down hours answering phone calls and emails, our software is 100% free for campgrounds to use.

### **Why it's free:**

Originally, we priced our software similar to other property management systems, with an upfront set up fee and monthly cost. However, a number of our seasonal customers ended up paying for a software during the months they were closed. In addition to this, a \$1,000 set up fee and \$200/month can be a big expense for a small business.

Instead, we decided to give away our full campground management & reservation system for no cost to campgrounds.

### **How we can afford to make it free.**

The camper pays a flat \$5USD (\$7CAN) fee when booking online. It's 100% transparent and shown to customers as a service fee when reserving online.

**Note:** We've been asked a few questions in regards to this reservation fee, but the main question is "*do campers mind paying a fee?*" This is different for everyone, but in most scenarios campers are more than happy to pay a small fee for the convenience of being able to reserve in advance. If they decide to call in or show up in person and the reservation is made manually from our dashboard, we do not charge any fee. It's also worth noting that our reservation fee is flat, where when booking at public parks it can be as high as 10-15% of the total rate.

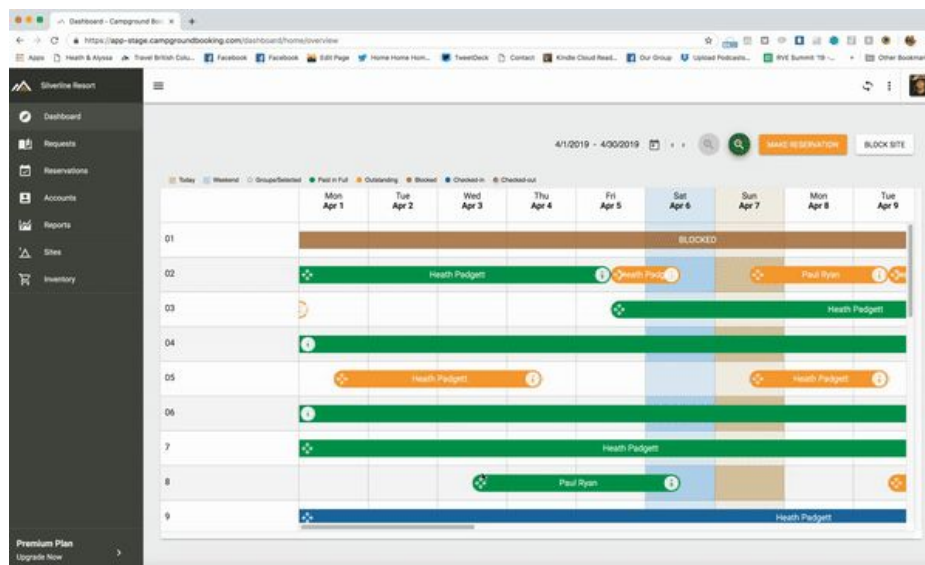
In addition to our campground software being free, we offer a concierge onboarding at no cost, as well as no long term contracts. We'll work with you to set up your sites, rates and all the settings you need to start taking bookings.

# What Makes Us Different?



## #1 A focus on design and usability.

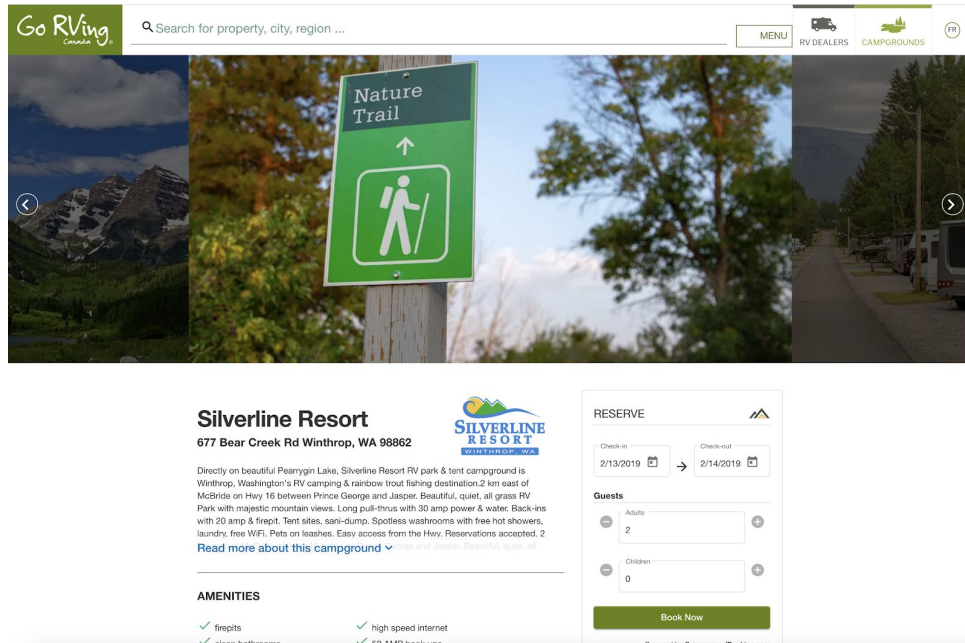
Unlike most of the property management systems for campgrounds, ours is focused to be incredibly intuitive. We are obsessed with making our system as simple to use as possible for our campgrounds. We offer a drag and drop dashboard and beautiful grid for managing your guests.



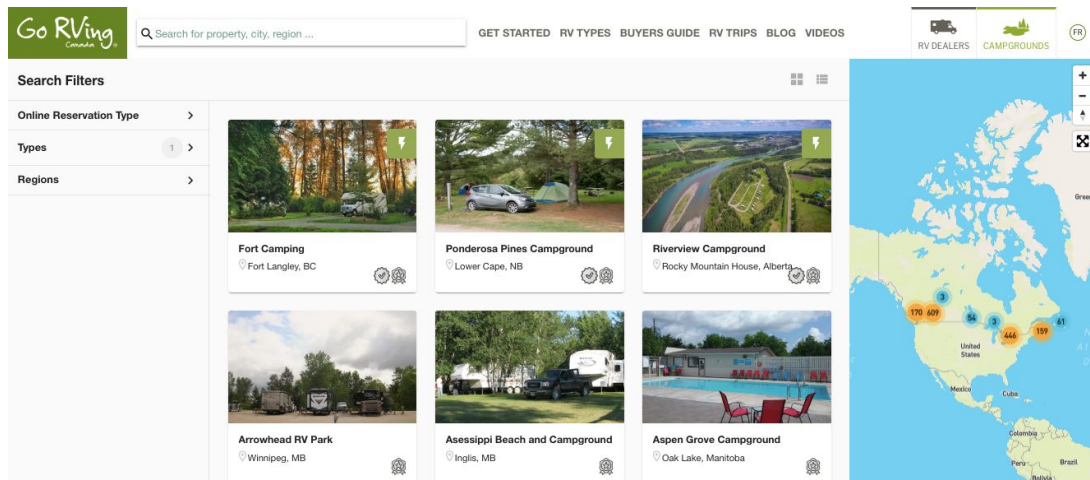
We also carried this design process into the camper experience when making a reservation. A camper can complete a reservation in as little as 30 seconds from any device. You can click on [this video](#) to see an example of what campers see when making a reservation online.

## #2 The ability to accept bookings directly from popular camping sites like GoRVing Canada.

One of our largest efforts is to help campgrounds boost occupancy through our partners. Through our partnerships with [GoRVing Canada](#) and [Travel British Columbia](#), any campground using our property management system (who is also a member of these associations) can tap into the additional traffic of these two partners.



**This means more campers finding your park.** GoRVing.ca reaches **1.5 million campers** who are planning their RV road trips each year. By signing up for CampgroundBooking, we'll serve up your site availability so that you can receive additional bookings from their site (at no additional cost). Note: Our booking partners also do not take a commission from bookings, but have the ability to set their own service fees.



# How It Works



## **Step One: Video demo with our team**

We'll set up a video demo of CampgroundBooking and talk through some of your needs to see if we might be a good fit. If you're interested, drop us an email to [sales@campgroundbooking.com](mailto:sales@campgroundbooking.com) and we'll set up a time that works for you.

## **Step Two: Setting up your account**

We'll work alongside you to add in all of your site types, rates, and settings. We'll take care of all the heavy lifting during this process at no additional cost.

## **Step Three: Training with your team**

Before going live with your reservations, we'll set up a minimum of a one hour training call with our team. We will walk through and answer any and all questions you have so you're confident before you begin taking reservations.

## **Step Four: Putting a "book now" link on your site.**

We'll set up a custom link so that your site visitors can book directly through your site.

# Our Team



Our team is very involved and invested in the entire recreation and camping industry as a whole. Our goal isn't just to help campgrounds, but to use technology to lift up the entire camping industry as a whole. Outside of campgrounds, our CEO has worked with many major brands in outdoor hospitality on various campaigns and efforts.

**Leadership:** Paul Ryan & Heath Padgett

Our CTO, Paul Ryan, previous was Principal Architect at a 500 person company called InfoTrust and also worked alongside Priceline and Mapquest to develop various online booking technologies for hotels.

Heath Padgett, CEO, is the host of the RV Entrepreneur Summit (a 350 person conference for creatives and entrepreneurs who also travel in RVs) and also a consultant to a number of companies with the camping industry. He and his wife also run one of the top blogs and podcasts in the RV and camping industry.