

2023 Year in Numbers



\$1.9B

Processed across the Campspot platform



3.1M

Gross reservations made



8.8M

Campers served



32M

Nights under the stars

Campground Revenue By Category

ADD-ONS

\$39M

Total Add-On revenue

23%

YoY increase in Add-On revenue from 271,484 Add-ons added to a reservation

LOCK SITE

\$19M

Total Lock Site revenue

7%

YoY increase in Lock Site revenue

MARKETPLACE

4%

The Marketplace drove 4% of bookings for campgrounds

GRID OPTIMIZATION

\$8.9M

Total Grid Optimization revenue

DYNAMIC PRICING

\$5.3M

Dynamic Pricing revenue (sum of incremental revenue)

POS

120M

Total POS items sold

12%

YoY increase in number of POS items sold

*Figures are representative of data across all campgrounds for the 2023 calendar year; YOY data represents parks active on the platform in both 2022 and 2023.

4 Levers to Maximize Revenue on Campspot

1

Use Campspot Analytics

Parks that use Campspot Analytics to regularly track core business metrics make 5% more revenue on average than other parks on Campspot.

2

Participate in Campspot's National Promotions

Promotions boost both non-promo bookings and the average booking value of a reservation. During Campspot's Biggest Booking Week, the average booking made with a promo code was 33% higher than those made without a code.

3

Keep Your Campspot Marketplace Listing Up to Date

Campgrounds on the Campspot Marketplace with [complete listing pages](#) make 20% more revenue on average.

4

Take Advantage of Ancillary Revenue Opportunities

Revenue returned from participating in the Accelerator program equated to an average 11% discount on the cost of Campspot software for participating parks.

Campground Operations

In 2023, Campspot powered 3 million camping reservations resulting in more than 32 million site nights. Here's a look at some of the features that enable such a high volume of reservations and growth.

- Automatic grid optimizations save staff an estimated 6,154 hours (from time on the phone)
- Online cancellations save staff an estimated 8,683 hours (from time on the phone)
- 302,980 texts sent
- 9.4M emails sent to campers
- Even campers (75% of users) reported time savings when using Campspot Marketplace

Data and Analytics

17

Dashboards available in Campspot Analytics

31K

Scheduled reports sent via Campspot Analytics

Integrations

9

Integrations released

95.8M

Calls made to Campspot's online booking API

Marketplace by the Numbers

283K

Total campsites on Campspot Marketplace

850K

Mobile App downloads

8M

Sessions to the Marketplace in 2023

92% of campers who book on Campspot Marketplace book at a campground they've never stayed at before.

In fact, in 2023, the Campspot Marketplace helped to drive 81,000 new customers to campgrounds. Here's a look at some more stats from the top platform connecting campers and campgrounds.

5 MAJOR NATIONAL PROMOTIONS SUPPORTED ON CAMPSPOT:

Biggest Booking Week, Xmas in July, Scary Good Deals, Black Friday Weekend, and Campmas

Camper Trends

3.1M

Gross site reservations



2.8 Guests

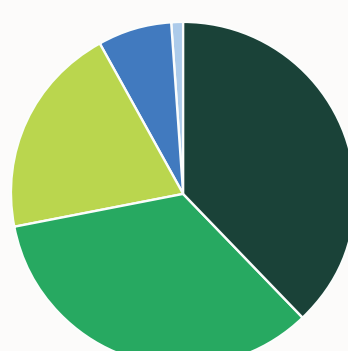
Average number of guests on a reservation



3 Nights

Median length of stay

Age of Campers



*Results from August 2023 Campspot Marketplace customer survey

How Campers Camped

RV: 77%

Lodging: 13%

Tent: 7%

Other: 3%

854

Miles

Average distance entered on Marketplace Search

Average distance from user's IP-based geolocation to the campground's location in Campspot Marketplace search results.

5,500

Miles

Largest distance traveled from home for a camping trip

378

Miles

Average miles from home for a camping trip

Distance between places on Campspot, the median distance between place of residence and camping destination.

47%

of campers choose where to camp based on on-site amenities and experiences (vs. nearby activities or existing plans)

TOP AMENITIES CAMPERS ARE MOST INTERESTED IN

63%

Sanitation

63%

Water Recreation (beach, boat rentals/launch, kayaking, fishing, paddle boat)

50%

Swimming (hot tub/sauna, pool, waterpark)

TOP ITEMS PURCHASED IN POS

1. Tube or Float
2. Ice
3. Firewood
4. Meal pass
5. Cancellation Insurance



2023 Inc. 5000 Fastest Growing Companies



2023 Best in Business Awards Winner