

Award-Winning Insights

Trends and Insights From Campspot Award-Winning Campgrounds

Campspot Awards-winning parks have a lot in common. Here's a look at the words most frequently included in their campground mission statements.



Top Goals



92%

Grow revenue year over year



75%

Create operational efficiencies



58%

Increase repeat customers year over year

Biggest Worry or Concern

67%

Slowing demand/ occupancy

50%

Operational costs

33%

People management or employee retention

How do you most want to feel in 2024?

25%

Efficient

25%

Strategic

17%

Inspired

Here's What Award-Winning Parks Said About Leveraging Campspot

"[Campspot enables our success through] training, support tools, and resources. Plus, through Campspot Analytics, a dedicated account manager, expanded integrations, and continued improvement in the PMS."

"I appreciate the ease of use of the system and the tools and resources available such as the Knowledge Base and Campspot Analytics."

"[Campspot] gives our Camp Host time back in their day to be with our guests."

"The [Campspot] booking system is the #1 by far. The ability to change rates due to weather or last-minute bookings help us meet our guests at the right price. The addition of new features continuously keeps our resort running efficiently."

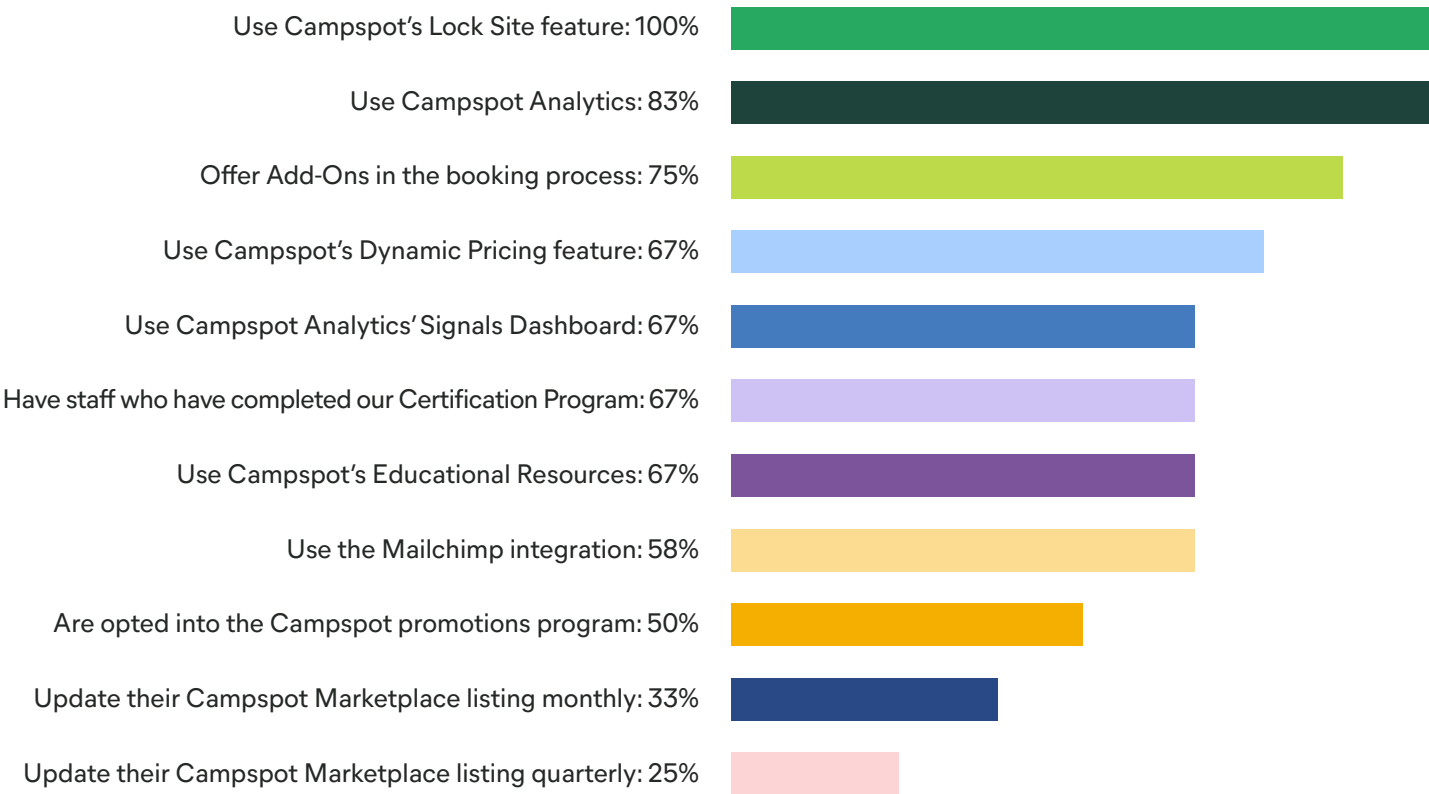
"Campspot has offered us the flexibility for our staff to be more hands on and not constantly on phone calls. The efficiency of the software and ease of use has made online bookings increase considerably."

"Campspot provides a user-friendly experience and accurate data to make decisions by."

"[Campspot] MAKES US MORE EFFICIENT!"

"Campspot allows our guests an easy and effective way to make reservations. It also puts our campground on a larger scale for marketing and advertising which helps increase our occupancy!"

Campspot Feature Use By Award-Winning Parks



Marketing Channels Used



Amenities & Glamping Accommodations



Top Words to Describe Campspot

1. Easy to use (83%)
2. Approachable (33%)
3. Booking more (33%)
4. Maximize revenue (33%)
5. The color green (33%)

