

Campspot's Year in Numbers



\$81.1M

generated for campgrounds from Campspot's revenue-driving features including Add-Ons, Lock Site, Grid Optimization, and Dynamic Pricing



3.4M

gross reservations made



9.1M

campers served



47M

nights under the stars



Revolutionary SOFTWARE SOLUTIONS

The old guard is out. We're taking a stand against the outdated and the unspecific with a system designed for campground owners—and no one else.

Campground Revenue By Category

ADD-ONS

\$40M

Total Add-On revenue

4%

YoY increase in Add-On revenue from **265,175** Add-Ons added to a reservation

LOCK SITE

\$20.2M

Total Lock Site revenue

5%

YoY increase in Lock Site revenue

MARKETPLACE

5%

The Marketplace drove **5%** of bookings for campgrounds

GRID OPTIMIZATION

\$14.3M

Total Grid Optimization revenue

DYNAMIC PRICING

\$6.6M

Total Dynamic Pricing revenue (sum of incremental revenue)

POS

69M

Total POS items sold

82%

YoY increase in number of POS items sold

*Figures are representative of data across all campgrounds for the 2024 calendar year; YOY data represents parks active on the platform in both 2023 and 2024.

5 Levers to Maximize Revenue on Campspot

1

Leverage Dynamic Pricing

- Automatically adjust your rates based on occupancy, time of year, and how far in advance reservations are made
- Campgrounds that leverage dynamic pricing make **83%** more on average

2

Subscribe to the Data Dig

- Industry insights, benchmarking data, sourced by Campspot Analytics
- Parks that use Campspot Analytics make **57%** more revenue on average

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 **2.4%** discount on the cost of Campspot software for participating parks

5

Get Campspot Certified

- Campgrounds who have at least one member take the Campspot Certification course make **53%** more revenue on average

Campground Operations

- In 2024, Campspot powered over **3 million** camping reservations resulting in more than **47 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 **5,300 hours** (from time on the phone)
- Online cancellations save staff an estimated **282 hours** (from time on the phone)
- 391K** texts sent
- 13M** emails sent to campers
- 525K** mobile check-ins
- 1.9M** electronic signatures

Data and Analytics

68

reports available in Campspot Analytics

24K+

scheduled reports sent via Campspot Analytics for 1400+ schedules

Integrations

13

integrations released

59M

calls made to Campspot's online booking API

Campspot Marketplace by the Numbers

315K

Total campsites on Campspot Marketplace

74% of campers who book on Campspot Marketplace book at a campground they've never stayed at before.

342K

Total mobile app downloads

9M

Sessions to the Marketplace

In fact, in 2024, the Campspot Marketplace helped to drive over **106,000** new customers to campgrounds. Here's a look at some more stats from the top platform connecting campers and campgrounds.

3 MAJOR NATIONAL PROMOTIONS SUPPORTED ON CAMPSPOT:

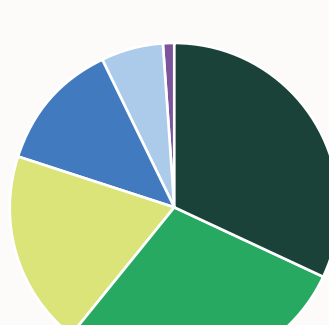
Biggest Booking Week, Summer Slowdown Sale, Extend Summer Sale

Camper Trends

3.4M

gross site reservations

Age of Campers



2.7 Guests

average number of guests on a reservation



3 Nights

median length of stay

52K

Weather Guarantees purchased by guests

659

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

5,394

Miles

Largest distance traveled from home for a camping trip

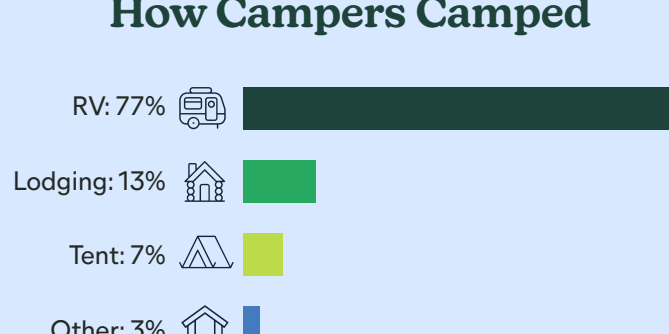
372

Miles

Average miles from home for a camping trip

Across all reservations on Campspot, the median distance between place of residence and camping destination

How Campers Camped



TOP 5 REGIONS CAMPERS CAMPED



TOP ITEMS PURCHASED IN POS

- ice
- firewood
- propane
- ice cream
- candy

TOP AMENITIES CAMPERS ARE MOST INTERESTED IN

68%

Sanitation

(bathroom, dump station, garbage, laundry, showers) (up 5% from 2024)

64%

Water Recreation

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

48%

Swimming

(hot tub/sauna, pool, waterpark)

43%

Food

(restaurant, alcohol available, ice cream)

41%

Pets

(dog park, pet-friendly lodging)

41%

Convenience

(general store, golf-cart rental)

43%

Technology

(Wifi, cable TV) (down 4% from 2024)

Break free from the constraints of generic systems and solutions.

See why more than 2,500 campgrounds across the U.S. and Canada use Campspot.

[Request A Demo](#)