

CASE STUDY

How Campspot Helped Launch Pointe & Lake Bonham Recreation Area

The screenshot shows the Campspot website interface for the 'Launch Pointe' campground. At the top, there's a navigation bar with the Campspot logo, 'Sign In', 'Create Account', and a shopping cart icon. Below the navigation, there's a link to 'see all results for Lake Elsinore, CA'. The main heading is 'Launch Pointe' with a 'Save' button. Underneath, it shows the location 'Lake Elsinore, CA' and a 4.7-star rating with 135 verified reviews. A grid of photos shows various amenities like wooden chairs, a hot tub, a restaurant, and a waterfront area. A '2025 CAMPSPOT AWARDS WINNER' badge is visible on one of the photos. Below the photos, there's an 'About' section with text describing the campground as an award-winning destination. To the right, there's a 'Park Features' section with icons for various amenities like Arts & Crafts, Bathrooms, Beach, Boat Launch, Canoeing / Kayaking, Dog Park, Dump Station, Fishing, General Store, Hot Tub / Sauna, Ice Cream, Internet Access, Laundry, Live Music, Playground, Pool, Restaurant, Showers, Special Events, Waterfront, and Waterpark. Below this is a 'Site Availability' section with a search form for dates and guests. At the bottom, there's a 'View Park Map' button and a list of site types. One site is highlighted: 'The Elsinore Yurt', described as perfect for large families or friend groups, with a starting price of \$175.00/night and 1 available location. Site amenities listed include Charcoal Grill, Patio, Picnic Table, WiFi, and more.



Common Pain Points for Public Parks

Many public parks struggle with outdated or disconnected booking tools that make it hard for guests to reserve sites online and for parks to offer a seamless experience through their municipal websites.

Managers often lack clear insight into demand and site performance, limiting their ability to make data-driven, community-focused decisions. And with small teams and limited resources, staff are burdened by manual tasks—from troubleshooting reservations to coordinating housekeeping—that slow operations and pull time away from serving visitors.

74%

Average amount of reservations made online across all public parks using Campspot

Campspot Solutions



Seamless Booking Flow: Provides guests with a quick, intuitive path from the park's website into Campspot's reservation system, making the process simple and user-friendly.



Marketplace Visibility: Expands reach by showcasing parks within the broader Campspot Marketplace, attracting new guests beyond the park's existing audience.



Campspot Analytics: Delivers actionable insights on site performance, guest demand, and historical booking trends.



Housekeeping Module: Standardizes turnover processes for lodging units.



Accessibility for Staff: Enables staff and leadership to solve guest booking issues quickly from any device.

307K+

Estimated hours saved from online reservations, online cancellations, online check-ins, and grid optimizations in 2024



Launch Pointe

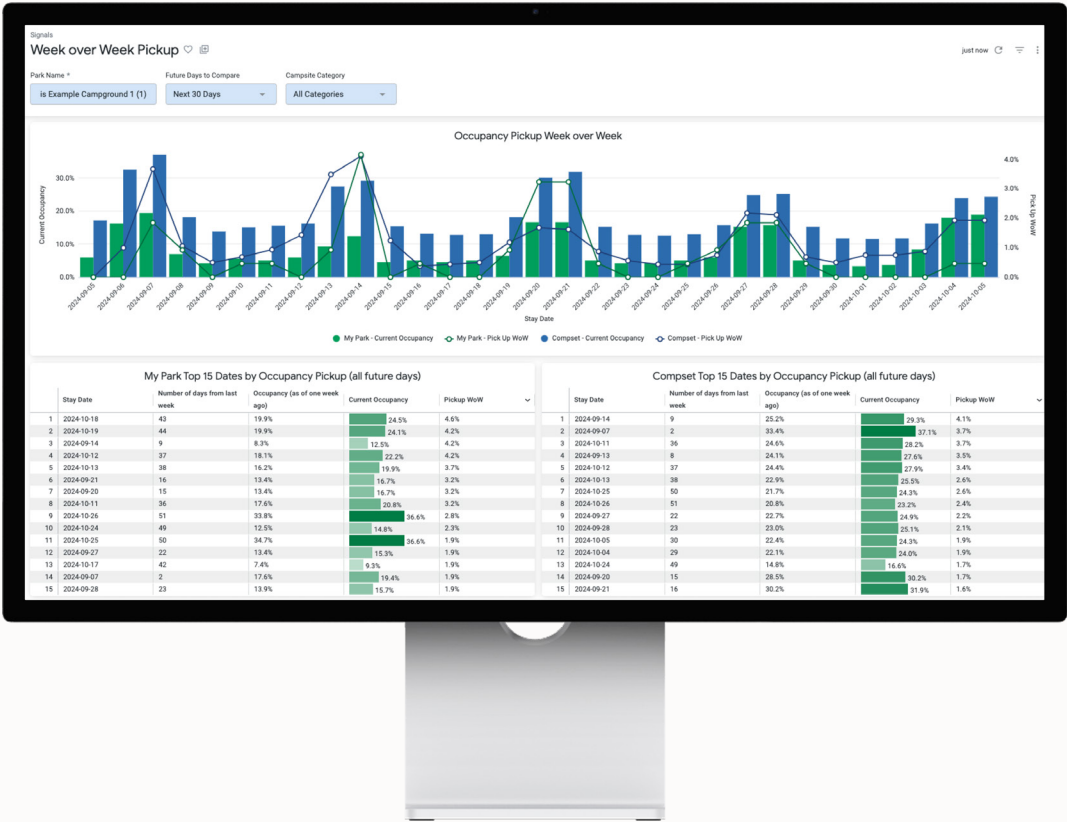
Launch Pointe needed clearer insight into how guests were using the park so they could optimize site performance and make informed operational decisions. With Campspot Analytics, the team quickly identified underperforming sites and reconfigured them into high-value buddy sites, boosting utilization. Tools like heat maps and standardized housekeeping processes streamlined their work, giving Launch Pointe the data and efficiency needed to continually refine their park model.

“The ease of booking, being part of the Campspot Marketplace, and the analytics tools have really helped us evaluate and improve our park model. The heat map, in particular, showed us which sites were underperforming so we could adjust them into buddy sites and increase utilization. Campspot has grown leaps and bounds since we joined in 2019, and the housekeeping module has streamlined turnover for our lodging units.”

– Beau Davis,
Launch Pointe

Lake Bonham Recreation Area

Lake Bonham struggled with limited staff time and a booking system that made it difficult to assist guests efficiently. Campspot’s intuitive online booking flow reduced troubleshooting for staff while giving guests a seamless, mobile-friendly way to reserve sites. With the ability to resolve issues instantly from any device, the team improved guest satisfaction and eliminated common bottlenecks in daily operations.



“One of the best things about Campspot is that I can solve guest booking problems instantly from my desk. Whether it’s helping someone move to the right site or checking availability, it’s quick and reliable. Guests also love how simple it is to book through our website right from their phone.”

– Beau Davis,
Launch Pointe

Ready to Uncover the Problems Campspot Can Solve For Your Park?

Schedule your personalized demo today!



Ready to Grow with Campspot?
Let's Chat.

