



**THE COMPLETE
STAFF TRAINING PLAYBOOK
FOR RV PARKS & CAMPGROUNDS**

By: 5Star.Camp

THE COMPLETE STAFF TRAINING PLAYBOOK

FOR RV PARKS & CAMPGROUNDS

Word-for-Word Scripts • Scenario Cards • Onboarding System
30-Day Training Program • Culture-Building Guide

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How to Use This Playbook

Your staff is your park. Not your amenities, your location, or your pricing — your people. The guest experience is delivered by human beings, and the quality of every review, every repeat booking, and every referral you earn is a direct reflection of how well your team has been trained.

This playbook gives you everything you need to build a staff that delivers consistently excellent guest experiences — from Day 1 orientation through advanced scenario training. It includes word-for-word scripts for every guest interaction, scenario cards for training sessions, a complete 30-day onboarding program, performance standards, and a guide to building the culture that makes great service sustainable.

Use it as a literal training document — print it, share it with your team, run the scenarios in team meetings. The more your staff engages with this material, the better your park performs.

Who This Is For

This playbook is designed for the owner or manager who trains staff. It's also designed to be given directly to staff as a reference guide. Every script, scenario, and standard in this document is written in plain language that any team member can understand and use immediately.

MODULE 1

The Guest Experience Foundation

What every staff member must understand before their first shift

Before any script or scenario, your team needs to understand why their role matters. Staff who understand the 'why' perform better, recover from mistakes faster, and bring genuine enthusiasm to their work.

What Guests Actually Remember

Research in hospitality shows guests don't remember the average of their experience — they remember the emotional peaks and how it ended. This is the Peak-End Rule, and it has direct implications for how your staff should prioritize their attention.

Moment	Why It Matters
The arrival moment	First impression — greeting, warmth, speed, personal touch. Disproportionately important.
Any staff interaction	Every conversation with your team either deposits or withdraws from the guest's emotional experience.
Problem moments	How a complaint is handled matters more than almost anything else. A great recovery creates loyalty.
The departure	The last 10 minutes determine the review. A warm, personal farewell can redeem an imperfect stay.

The Three Standards Every Staff Member Must Live By

- 1 Use their name. Every guest, every time. Learn it at check-in and use it every subsequent interaction. Nothing makes a person feel more seen than being remembered by name.
- 2 Solve problems, don't report them. When a guest has an issue, the response is never 'I'll let someone know.' It's 'Let me take care of that right now.' Even if you need help, stay with the problem until it's resolved.
- 3 One step beyond. Every interaction is an opportunity to do one small thing more than required. A local tip. A smile. An offer of help they didn't ask for. These moments are what reviews are made of.

MODULE 2

Word-for-Word Guest Interaction Scripts

Exact language for every situation your staff will face

These scripts are not suggestions — they are your service standards. Every staff member should read through all of them before their first shift and reference them during training. The language is designed to sound warm and natural, not robotic. Encourage your team to make it their own voice while keeping the core message.

Script 1 — The Perfect Arrival Greeting

When a guest pulls up to check in:

STEP 1
Approach

Walk toward the vehicle with a genuine smile. Make eye contact. Move with purpose — don't make them wait for you to finish something else.

STEP 2
Greeting

'Welcome to [Park Name]! You must be the [family name] family — we've been looking forward to your arrival! I'm [your name]. Let me get you checked in and show you to your home for the next few days.'

STEP 3
Check-In

Complete the check-in in under 5 minutes. Hand them a park map with their site clearly circled. 'You're in Site [X] — it's one of our favorites. Here's your park map, I've circled your spot.'

STEP 4 The
Insider Tip

'One thing I always tell guests — if you head down to [scenic spot] around [time], the [sunset/view/fishing] is absolutely spectacular. Most people miss it.' This creates a peak memory before they even set up camp.

STEP 5 The
Send-Off

'If you need anything at all — I mean anything — just come find us or give us a call at [number]. We want your stay to be perfect. Enjoy [Park Name]!'

Script 2 — Handling a Guest Complaint

This is the most important script in this playbook. How your team handles complaints determines whether a problem becomes a 1-star review or a story about how amazing your park is.

HEAR

Stop what you're doing. Give full attention. Let the guest speak completely without interruption. Nod. Make eye contact.

ACKNOWLEDGE

'I hear you, and I'm really glad you came and told me instead of just suffering through it. That is absolutely not the experience we want you to have here.'

OWN IT	'I'm sorry this happened. This is on us — let me fix it right now.' [Do not make excuses. Do not explain why it happened. Fix first, explain later if needed.]
ACT	Go fix the problem immediately. If it requires help, call for it but stay present. Never leave a complaining guest alone with their problem.
GO FURTHER	After the fix: 'I wanted to make sure that's taken care of — and I also wanted to drop this off as a small thank-you for your patience.' [deliver a camp store credit, s'mores kit, drink, or small gesture]
FOLLOW UP	Before departure: 'I just wanted to check in — is everything great? We want to make sure the rest of your stay was everything you hoped for.'

Script 3 — The Departure Send-Off

FAREWELL	'It was so great having you all here! How was everything overall?' [Listen genuinely. Thank them for specific things from their stay if you know any details.]
REBOOK SEED	'We'd absolutely love to have you back — we fill up really fast for [peak season/holidays]. A lot of our guests lock in their dates before they leave so they don't miss out. Want me to check what's available?'
REVIEW ASK	'If your stay was everything you hoped for, it would mean the world to us if you left us a Google review — it genuinely helps other families find us. It only takes two minutes and we read every single one.'
PARTING GIFT	[Hand them a branded sticker, local product sample, or loyalty card.] 'A little something to remember us by. Safe travels — we hope to see you next time!'

Script 4 — Handling Common Guest Questions

Guest Question	What to Say
'Where's the best place to eat?'	Oh, great question — it totally depends on what you're in the mood for. If you want [great BBQ], I'd go to [name]. For [lakefront dining], [name] is incredible. Both are about [X] minutes from here. Want me to write those down?'
'The Wi-Fi isn't working'	'I'm so sorry about that — let me get you connected right now.' [Troubleshoot or escalate immediately. Never say 'our Wi-Fi is always like that.']

'There's another guest being loud'	'Thank you for telling me — I'll take care of it right now. We take quiet hours very seriously and I want to make sure everyone can enjoy their stay. I'll follow up with you to make sure it's resolved.'
'Can we check out late?'	'Let me check what we have available — if we can make it work, we absolutely will.' [Check system. If available, say yes. If not: 'I'm so sorry — we have guests arriving for that site. But I can store your gear here while you enjoy the park for a bit longer.']
'Is there a discount?'	'Our rates are set for the season, but I'd love to help you find the best value. If you're planning to come back, our [loyalty program/return guest discount] gives you [X]% off your next stay — want me to add you?'

MODULE 3

Scenario Training Cards

Run these in team meetings — 15 minutes, maximum impact

Scenario training is the most effective form of staff preparation in hospitality. Read each scenario aloud, have a team member role-play the response, then discuss as a group. Do 2–3 scenarios per team meeting, rotating who plays staff and who plays guest.

How to Run a Scenario Session

1. Read the scenario situation aloud to the team
2. Ask one team member to respond as if they're on shift
3. After their response, discuss: What worked? What would you change?
4. Review the suggested script together
5. Have a second team member try it with the improved approach

SCENARIO: The Wrong Site

Situation: A guest pulls up to their assigned site and finds another camper already set up there.

What to Say: "Oh no — I'm so sorry about that confusion. Here's what I'm going to do right now: I'm going to find you a site that I think you're actually going to love even more, and we're going to make this right. Can I ask you to give me five minutes? I promise I'll have you sorted."

Why It Works: Takes immediate ownership. Creates urgency. Sets a clear timeline. Turns an error into a demonstration of great service.

SCENARIO: The Aggressive Guest

Situation: A guest storms up to the office angry about noise from a neighboring site, using loud language.

What to Say: "[Calm, quiet voice] 'I can hear how frustrated you are, and I completely understand. Let's fix this. I'm going to walk over there right now and take care of it. Would you like to walk with me or would you prefer I handle it and check back with you in a few minutes?'"

Why It Works: De-escalates with quiet energy. Gives guest control. Takes immediate action. Never matches the guest's energy.

SCENARIO: The Devastated Kid

Situation: A child is crying because they lost a toy somewhere in the park.

What to Say: "[Crouching to eye level] 'Hey — I'm going to help you find it, okay? Tell me what it looks like and where you last had it. We're going to find it together.' [Make a genuine effort. If not found, offer a small consolation from the camp store if possible.]"

Why It Works: Kids' experiences get written about in reviews by parents. This moment costs nothing and generates extraordinary goodwill.

SCENARIO: The Bad Review Threat

Situation: A guest says, 'I'm going to leave you a terrible review for this.'

What to Say: "I'm really sorry to hear your experience has been that disappointing. A negative review is absolutely your right, and I understand why you'd feel that way right now. What I want more is for you to leave here feeling like we made it right. Can you tell me specifically what happened so I can fix it?"

Why It Works: Never argue with or dismiss the threat. Redirect to problem-solving. Shows maturity and genuine care.

SCENARIO: The Guest With Everything Wrong

Situation: A guest has a list of complaints: noisy neighbors, Wi-Fi problems, and their hookup isn't working.

What to Say: "Thank you for telling me all of this — I genuinely mean that. I'm going to take care of every single one of these. [Pull out notepad.] Let me write them down so I don't miss anything. Let's start with [the most urgent]. I'll give you a personal update within 30 minutes on all three. Is that okay?"

Why It Works: Validates the frustration without being overwhelmed. Demonstrates organization and accountability. Sets a clear follow-up commitment.

SCENARIO: The After-Hours Emergency

Situation: A guest calls at 11 PM — their electricity hookup has failed.

What to Say: "I'm so glad you called — that's exactly what the after-hours number is for. I'm going to come over right now. In the meantime, do you need anything from us to be comfortable while I'm on my way? I'll be there in [X] minutes."

Why It Works: Reinforces that emergencies are taken seriously. Builds enormous trust. A guest who had a problem fixed at 11 PM almost always leaves a 5-star review.

MODULE 4

The 30-Day Staff Onboarding Program

A week-by-week system for turning a new hire into a confident team member

The most common training mistake in campground operations is rushing. A new hire who feels unprepared on their first solo shift delivers an inconsistent guest experience, makes avoidable mistakes, and is significantly more likely to quit. Invest 30 days properly and you'll have a team member who contributes for seasons.

Week 1 — Orientation & Foundation

Day	Focus
Day 1	Park welcome and tour. Meet all staff. Review this playbook cover to cover together. Location of all utilities, emergency equipment, and key areas.
Day 2	Shadow an experienced staff member through check-in and check-out process. Observe 5+ guest interactions.
Day 3	Learn the reservation system — how to look up bookings, check availability, update status. Practice with mock reservations.
Day 4	Camp store training — POS system, inventory, opening and closing procedures.
Day 5	Emergency protocol review. Walk through every emergency scenario: fire, medical, severe weather, after-hours utility failure. Quiz on key contacts and procedures.

Week 2 — Guided Practice

- Conduct 10 check-ins with mentor present but not leading — staff member drives, mentor observes
- Run 3 scenario training sessions with mentor using Module 3 scenarios
- Handle first guest question independently — mentor nearby but not intervening
- Complete one full daily opening checklist independently
- Complete one full daily closing checklist with mentor review
- Review and discuss any guest interactions where staff felt uncertain

Week 3 — Building Confidence

- First solo shift (abbreviated) — 2–4hours independently with manager on-call
- Handle a complaint independently using the HEARD script — debrief with manager afterward
- Practice the departure send-off script with 10 guests — self-assess after each one
- Learn and practice the pre-arrival communication process

- Review all park rules and policies — can answer any guest question confidently

Week 4 — Independence & Assessment

- Full independent shifts with standard check-in availability
- Complete the staff self-assessment below
- Manager review meeting — feedback, strengths, growth areas
- Set 90-day personal performance goals with manager
- Formally welcomed to the team — recognize the milestone

Week 4 Staff Self-Assessment

Skill	Confident	Getting There	Need Help
Complete check-in in under 5 minutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use the guest's name every interaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handle a complaint using the HEARD script	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigate the reservation system independently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Answer the 20 most common guest questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete opening and closing checklists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handle an after-hours emergency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Give a departure send-off and ask for a review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Process camp store transactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
De-escalate an angry guest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MODULE 5

Performance Standards & Culture Guide

The benchmarks that define excellence — and how to build a team that livesthem

Your Park's Non-Negotiable Service Standards

These are the standards every team member is held to, every shift. They are not aspirational — they are the baseline of what it means to work at [Park Name].

Standard	What It Looks Like
Guest first, task second	If a guest needs something, stop the task. Tasks can wait. Guests cannot.
Greet every guest by name	Use their name at every interaction — every shift, every time, no exceptions.
Check-in under 5 minutes	If it regularly takes longer, flag for process improvement — not acceptable as the norm.
Problems owned, not passed	'I'll take care of that' is the only acceptable response to a guest problem.
Zero complaints left unresolved	Before end of shift, confirm every flagged guest issue has been addressed.
Departure send-off every guest	Every checking-out guest receives a warm farewell and a review ask — no exceptions.
Professional appearance	Uniform/dress code maintained. Clean. Approachable.
Positive about the park	Represents the park brand. Never complain about the park, management, or other staff in front of guests.

Building the Culture That Makes Great Service Sustainable

Systems and scripts create consistency. Culture creates magic. The difference between a staff member who technically follows the scripts and one who genuinely delights guests is culture — and culture is built by how you lead.

Five Culture-Building Habits for Owners and Managers

- Celebrate publicly, correct privately. When a staff member earns a review mention, announce it to the whole team. When someone makes a mistake, address it one-on-one. This ratio of public recognition to private correction builds confident, motivated teams.
- Share reviews at every team meeting. Read positive reviews aloud, especially ones that mention staff by name. Make 5-star service the identity of your team, not just a goal.

8. Give staff the authority to make it right. Every team member should have a discretionary budget — even \$15–\$25 per incident — to resolve guest problems without escalation. The confidence to act independently creates faster, warmer resolutions.
9. Ask your staff what they need. A weekly 5-minute check-in with each team member — 'What's going well? What's frustrating? What do you need from me?' — prevents burnout and builds loyalty.
10. Walk the park together. Do a daily walk with your team. Point out what's excellent, note what needs attention. Show them how you see the park through a guest's eyes. This trains judgment, not just compliance.

The Culture Test

Walk away from your park for a full afternoon. What happens? If the answer is 'the team handles everything exactly as they would if I were there' — you have a culture. If the answer is 'things fall apart' — you have compliance without culture. Build toward the former.

Your staff is the product.

Train them like it.

Every script practiced, every scenario run, every standard reinforced is an investment that pays back in 5-star reviews, repeat bookings, and a team that takes pride in what they do.



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Thank you for downloading this product. WE hope that you find the information informative, and useful. Please check out our website, and if you are an RV Park Owner or Manager, be sure to check out our new Guest Experience platform, 5Star.Camp

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