



THE HIDDEN REVENUE PLAYBOOK FOR RV PARKS & CAMPGROUNDS

**25+ PROVEN & OUTSIDE-THE-BOX
STRATEGIES TO UNLOCK MORE REVENUE
FROM YOUR PARK — STARTING TODAY**

**2026
EDITION**

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THE HIDDEN REVENUE PLAYBOOK

FOR RV PARKS & CAMPGROUNDS

25+ Proven & Outside-the-Box Strategies to
Unlock More Revenue From Your Park — Starting Today

2025 Edition

Table of Contents

Introduction: Why Most Parks Are Sitting on a Gold Mine 4

Chapter 1: Stop Leaving Money at the Gate 6

Chapter 2: Maximize What You Already Have 11

Chapter 3: Turn Your Property Into an Experience 17

Chapter 4: The Digital Revenue Frontier 22

Chapter 5: Community, Partnerships & Passive Income 28

Chapter 6: The Workflow Connection 33

Your Revenue Action Plan 37

Final Thoughts 39

Introduction: Why Most Parks Are Sitting on a Gold Mine

Let's start with some good news: the outdoor hospitality industry is booming. RV usage grew 96% over the past decade, and cabin and glamping usage grew 101% in the U.S. and Canada. The RV park and campground industry is projected to reach \$10.9 billion in revenue in 2025 — with steady growth continuing through the end of the decade.

Now for the reality check: most park owners and managers are capturing only a fraction of the revenue their property is capable of generating.

If your revenue strategy starts and ends with nightly site fees, you're leaving real money on the table — sometimes thousands of dollars a month. The parks that are winning right now aren't necessarily the ones with the most sites or the best location. They're the ones that are intentional. They've stopped thinking like landlords and started thinking like hospitality businesses.

This guide was written for RV park owners and managers who are ready to think differently. We're going to walk through 25+ specific, actionable revenue strategies — some you've probably heard of but haven't fully implemented, and some that might genuinely surprise you.

Who This Guide Is For

Whether you run a 30-site family campground or a 300-site RV resort, the strategies in this book are scalable. Not every idea will fit your market or your model — but even implementing two or three of them could meaningfully change your bottom line.

Here's the key insight that ties everything together: today's guests don't just want a place to park their rig or pitch their tent. They want an experience. And experience is something people are willing to pay for — sometimes a lot.

A 2024 study found that 56% of campers had difficulty finding available sites due to full bookings. Demand is there. The question is: are you capturing your full share of it?

Let's get into it.

Chapter 1: Stop Leaving Money at the Gate

Pricing & Booking Strategies That Most Parks Get Wrong

Before we get to the creative stuff, we need to talk about the fundamentals — because most parks are losing revenue in their pricing strategy before a single guest even arrives.

1. Dynamic Pricing: The Hotel Industry's Secret Weapon

Hotels and airlines have used demand-based pricing for decades. The idea is simple: charge more when demand is high, offer incentives when it's low. RV parks and campgrounds can do exactly the same thing.

Think about it: your park on a summer holiday weekend is a completely different product than your park on a rainy Tuesday in March. Why would you charge the same rate?

Parks that implement dynamic pricing typically see a 15-30% increase in revenue per available site — without adding a single new site or amenity. Here's how to start:

- Identify your peak periods: holiday weekends, local events, school breaks
- Set baseline rates for your slow periods — these are your occupancy builders
- Increase rates automatically as occupancy rises and dates approach
- Use last-minute discounts (24-48 hours out) to fill gaps rather than leaving sites empty

The Empty Site Problem

An empty site earns \$0. A site filled at 70% of your peak rate is always better than no booking. Good park management software can automate these adjustments so you're never manually updating rates across multiple booking channels.

2. Tiered Site Pricing: Not All Sites Are Created Equal

Walk your property right now. Are you charging the same rate for a gorgeous waterfront pull-through as you are for the back corner that faces the dumpsters? If so, you're leaving money on the table.

Tiered pricing acknowledges that guests will pay a premium for the best experience. Create clear categories:

- Premium sites: waterfront, views, extra space, near amenities — price 20-40% above base
- Standard sites: your average, well-maintained hookup spots
- Value sites: smaller, less private, or less convenient — offer at a slight discount to drive occupancy

- Pull-through premium: larger rigs need them; charge \$5-15 more per night

The psychological win here is that guests feel like they're choosing their experience, not just buying a spot to sleep.

3. The Lock-Site Fee: A Small Charge, Big Revenue

Here's one that surprises a lot of park owners: a lock-site fee is a small optional charge that guarantees a guest gets a specific site — not just a site type, but their exact preferred site.

Guests who've stayed at your park before often have a favorite spot. They'll pay \$5-15 extra per night to guarantee they get it. This is pure margin — it costs you nothing to offer and creates genuine guest satisfaction.

13%

The increase in add-on revenue campgrounds earned in 2025, generating \$43.6 million in total add-on sales (Campspot, 2025)

4. Minimum Stay Requirements: Fill Your Calendar Smarter

Most parks default to one-night minimums, which can actually hurt you. Consider these strategies:

- Two-night minimums on peak weekends: reduces single-night gaps in your calendar
- Three-night minimums on major holidays: maximizes revenue on your highest-demand dates
- Weekly and monthly discounts: incentivize longer stays, which reduce your turnover workload and guarantee revenue

Long-term guests are often your most profitable customers when you factor in the labor cost of constant site turnover. A monthly tenant doesn't need check-in processing, welcome packets, or daily site management.

5. Cancellation Policies That Protect Your Revenue

This one stings for a lot of park owners because it feels like you're being tough on guests. But a thoughtful cancellation policy isn't mean — it's standard business practice.

When guests cancel last-minute without penalty, you're left with an empty site you can't fill. Consider:

- 14-day cancellation window for peak season with a partial deposit forfeit
- Travel insurance partnerships: offer guests the ability to purchase cancellation protection at booking — this actually increases their comfort in booking

- Non-refundable discounted rates: offer a 10-15% discount in exchange for no refunds, similar to airline pricing

Pro Tip: Pre-Arrival Upsells

The window between booking and arrival is one of the most underused revenue opportunities in the industry. Send a pre-arrival email 3-5 days before check-in offering add-ons like firewood delivery, welcome packages, golf cart rentals, or site decorations. Guests are excited and in a 'yes' mindset — use it.

Chapter 2: Maximize What You Already Have

Turning Existing Assets Into Revenue Streams

You don't always need to spend money to make money. Often, the biggest revenue opportunities are hiding in assets you already own — you just haven't looked at them the right way.

6. Your Camp Store: A Revenue Center, Not an Afterthought

If you have a camp store, you may be dramatically underestimating its potential. Ice was the single most purchased item at campgrounds using Campspot's platform in 2025 — but that's just the beginning.

A well-run camp store can generate 15-25% of a park's total revenue. The key is stocking strategically:

- High-margin convenience items: s'mores kits, sunscreen, bug spray, basic medications
- Local products: honey, hot sauce, jam from nearby farms — guests love authenticity
- Branded merchandise: your park's t-shirts, hats, mugs, stickers — free marketing when guests take them home
- Propane refills: steady demand, great margins
- Fishing bait and licenses: if you're near water, this is a no-brainer
- Firewood bundles: bundle and price them higher than what guests would pay at a gas station — they'll pay for the convenience

Consider allowing guests to pre-order from your store at booking time. Arriving to find their firewood already stacked at their site is a small moment that guests remember.

7. Rental Equipment: Let Your Gear Work While You Sleep

Golf carts. Kayaks. Paddleboards. Bicycles. Fishing gear. E-bikes. Fire pits. Hammocks. Canoes. The list of things guests will happily rent rather than haul from home is longer than you might think.

Rental equipment is one of the highest-ROI investments a park can make because:

- It generates revenue continuously with minimal labor
- It keeps guests on-property, which means more spend at your store, your restaurant, your activities
- It solves a guest problem — they don't need to bring as much gear
- It differentiates your park from competitors who don't offer it

\$38M

Total POS item sales generated by campgrounds on Campspot in 2025, a year-over-year increase from 2024

Golf carts deserve special mention here. They're fun, they help older guests get around, and parks regularly charge \$50-100 per day for them. A fleet of six to eight carts can generate tens of thousands of dollars annually.

Getting Started with Rentals

Start with one or two high-demand items rather than buying everything at once. Kayaks and golf carts have proven demand in almost every market. Track utilization — if something rents out every day, buy more. If it sits idle, swap it for something that moves.

8. Paid Shower Facilities for Day Visitors

This one surprises a lot of park owners, but it's genuinely effective. If your park is near a lake, beach, trail system, or popular outdoor attraction, there's a steady stream of people nearby who would pay \$3-7 for a hot shower.

Day-visitor shower revenue requires almost no incremental cost if you already have shower facilities. You can manage access with a simple keypad system or coin-operated mechanism. Some parks generate \$500-1,500 per month from this single strategy.

9. Pavilion and Facility Rentals

If your park has a covered pavilion, clubhouse, or outdoor event space, you may be sitting on a significant community revenue opportunity — and not even know it.

Consider marketing your facility to:

- Family reunions and birthday parties
- Local church groups and youth organizations
- Chamber of Commerce meetings
- Corporate team-building events
- Fishing tournaments and outdoor clubs
- School field trips

A pavilion that sits empty during the week could be generating \$200-600 per rental with minimal overhead. And guests who rent your space for an event often end up booking campsites for out-of-town attendees.

10. EV Charging Stations: Future-Proofing Meets Profit

Here's a statistic that should get your attention: 24% of campers now own electric vehicles. That number is only going up.

EV charging stations are still rare enough at campgrounds that they can be a genuine competitive advantage — and a direct revenue generator. You can charge guests by the kilowatt-hour or offer a flat daily fee for access.

Beyond the direct charging revenue, EV chargers signal to a growing demographic of eco-conscious, often higher-income guests that your park is modern and forward-thinking.

11. Off-Season Vehicle and Boat Storage

This is one of the most consistently overlooked revenue streams in the campground industry: off-season storage.

Many RV owners don't want to keep their unit at home during the off-season — it's an eyesore, a liability, and it takes up driveway space. If your park has room, you're sitting on a storage business.

Consider offering:

- RV storage during the off-season: \$50-150 per month
- Boat storage (if near water): \$75-200 per month
- Classic car or seasonal vehicle storage
- Seasonal storage deals bundled with future booking discounts

The Math on Storage

Twenty RV storage spots at \$100/month during a five-month off-season = \$10,000 in revenue from land that would otherwise sit empty. That's a meaningful contribution to cash flow during your slowest months.

Chapter 3: Turn Your Property Into an Experience

Activities, Events & Upgrades That Guests Will Pay For

The modern camper — especially millennials and Gen Z — isn't just looking for a place to sleep outside. They're looking for something to do, something to share on social media, and something that feels unique. That's an enormous opportunity.

12. Glamping Upgrades: Premium Accommodations for Non-Campers

Glamping — glamorous camping — is one of the fastest-growing segments in outdoor hospitality. Cabin and glamping usage grew 101% over the past decade. These guests often have more disposable income and are willing to pay significantly more per night.

You don't need to overhaul your entire park. Start with one or two premium accommodations:

- Furnished safari tents or canvas glamping tents: \$150-350 per night
- Renovated vintage trailers or Airstreams: \$125-250 per night
- Cozy cabins with creature comforts: \$100-200 per night
- Treehouse or unique structure rentals: \$200-500 per night

The ROI on a single well-designed glamping unit can be remarkable. A glamping tent that costs \$5,000-8,000 to set up and furnishes at \$200 per night with 60% occupancy generates \$43,000 in annual revenue.

101%

Growth in cabin and glamping usage over the past ten years in the U.S. and Canada (KOA Research, 2024)

13. Themed Weekends and Events

One of the highest-leverage things you can do with your calendar is to create themed events that give guests a reason to book a specific weekend. Parks that do this well fill sites during shoulder season that would otherwise sit empty.

Ideas that have worked well for parks around the country:

- Astronomy weekends: dark sky viewing with telescope rentals and a guest astronomer
- Trivia and game nights with prizes from your camp store
- Outdoor movie nights with a big screen and concessions

- Halloween haunted campgrounds (extremely popular with families)
- Holiday light shows and winter camping events
- Craft beer and outdoor cooking festivals with local vendors
- Dog-friendly weekends with agility courses and pet-themed activities
- Family fishing tournaments with prizes
- Live music weekend with local artists
- Chili cook-offs or BBQ competitions

These events serve double duty: they fill sites and they create memories that bring guests back year after year.

The Shoulder Season Secret

Shoulder season events don't need to be elaborate to be profitable. A simple outdoor movie night with hot chocolate and s'mores can fill 15-20 extra sites on an otherwise slow October weekend. The cost? A projector, a sheet, and some hot cocoa mix.

14. Guided Experiences and Outdoor Skills Classes

The rise of the experience economy means guests are increasingly willing to pay for instruction and guided activities — especially things that feel authentic to the outdoor setting.

Consider partnering with local guides and instructors to offer:

- Guided fishing tours (\$50-150 per person)
- Nature photography walks (\$35-75 per person)
- Wilderness survival and outdoor skills classes
- Yoga or meditation sessions on your property
- Candle-making, tie-dye, or craft workshops (especially popular with families)
- Stargazing sessions with a local astronomer
- Wild edibles foraging walks
- Fly-fishing or archery instruction

You don't need to be the instructor. Partner with qualified local guides, charge a booking fee or take a commission, and both parties win.

15. Spa, Wellness, and Relaxation Packages

This one might raise an eyebrow if you run a traditional RV park — but hear us out. Wellness tourism is one of the fastest-growing travel segments, and parks near natural settings are uniquely positioned to offer it.

You don't need a full spa. Consider:

- Yoga instructor partnerships for weekend sessions
- Massage therapist visiting the park on peak weekends
- Meditation kits included in premium site packages
- Hot tub rentals or private fire pits for glamping units
- Detox or digital-detox weekend packages

16. Pet-Friendly Premium Packages

Over 70% of American households own a pet, and pet owners are among the most loyal campers. But many parks treat pets as an afterthought — a checkbox on the booking form and a small fee.

Turn pet-friendliness into a genuine selling point and revenue driver:

- Designated off-leash dog parks or fenced pet areas
- Pet welcome bags at check-in (branded and purchasable)
- Dog wash stations (\$5-10 per use or included in a premium package)
- Pet-sitting or doggy daycare services on busy activity days
- Pet-friendly trails and dedicated walking routes

Parks that become known as the best pet-friendly destination in their region develop a fiercely loyal customer base.

17. Wedding and Special Event Hosting

Outdoor weddings are having a major cultural moment. If your park has a scenic setting — near water, in the woods, with mountain views — you may have an events venue that you're not marketing.

An outdoor wedding hosted at your park can generate \$3,000-10,000 or more in a single weekend when you factor in:

- Event space rental fee
- Site bookings for wedding party and out-of-town guests
- Catering partnerships
- Vendor fees for approved caterers, florists, and photographers
- Equipment rental (chairs, tables, lighting)

Corporate Retreats: An Underserved Market

Companies are increasingly looking for off-site retreat locations that feel different from a hotel conference room. Your campground — especially if you offer team activities like kayaking, hiking, or ropes courses — could become a go-to corporate retreat destination. Rates for exclusive park buyouts can reach \$5,000-\$20,000 per event.

Chapter 4: The Digital Revenue Frontier

Technology-Driven Strategies That Most Parks Haven't Tried Yet

Technology has opened up revenue opportunities that didn't exist five years ago. The parks that are moving fastest right now are the ones leveraging digital tools — not just for operations, but for revenue generation.

18. Membership and Season Pass Programs

One of the most powerful things you can do for your park's financial stability is convert one-time guests into committed members. Season passes and membership programs do exactly that.

When someone buys a season pass, they're pre-paying for future visits — which means you have guaranteed revenue before those guests ever arrive. And because they've already paid, the psychological shift toward spending money at your store, your rentals, and your activities is significant.

Season pass structures that work:

- Annual passes with a fixed number of nights
- Tiered memberships: Silver (weekday access), Gold (any night), Platinum (priority booking + perks)
- Family membership packages that bundle two adults and children
- Members-only pricing on add-ons and rentals
- Early access to holiday weekend bookings — a hugely valuable perk

96%

Growth in RV usage over the past ten years in the U.S. and Canada, reflecting explosive demand for outdoor hospitality (KOA Research, 2024)

19. Premium Wi-Fi: Tier Your Connectivity

Wi-Fi has gone from a nice-to-have to a must-have — especially with the rise of remote workers and digital nomads who are spending weeks or months at a time in campgrounds.

Most parks offer either free Wi-Fi or no Wi-Fi. The smarter play is tiered access:

- Basic free Wi-Fi: enough for casual browsing and streaming at low quality
- Premium paid Wi-Fi: high-speed, unlimited, priority access — \$5-10 per day or \$25-40 per week

- Workstation memberships: a dedicated quiet area with reliable high-speed internet, power outlets, and privacy for remote workers

The digital nomad market is real and growing. These guests stay longer, tend to be lower-maintenance, and spend consistently at on-site amenities. Positioning your park for this segment can add significant revenue.

20. Influencer Partnerships and Creator Programs

Social media has become one of the most effective marketing channels for campgrounds — and you can turn it into a direct revenue strategy.

Consider a formal creator program:

- Offer free or discounted stays to RV travel influencers with engaged audiences
- Require content creation — Instagram posts, YouTube videos, TikToks — as part of the agreement
- Create visually compelling 'Instagrammable' spots on your property: a swing over water, a cozy fire setup, a scenic overlook
- Partner with travel bloggers to write SEO-friendly reviews that drive organic bookings

The ROI on a well-placed influencer post can dwarf traditional advertising spend. One YouTube video from a popular RV channel can generate hundreds of bookings.

Create the Shot

Invest \$500-2,000 in creating one or two genuinely photogenic spots on your property — a hammock over a lake, a string-light canopy, a painted mural. Guests will photograph these and post them organically, giving you free marketing every single day.

21. Virtual Tours to Drive Direct Bookings

Research has shown that 360-degree virtual tours embedded in booking pages can increase conversion rates by 60% or more. Guests feel more confident booking when they can 'walk' the property before they commit.

This is particularly effective for premium sites, glamping units, and cabins where the visual experience matters most. The technology is more affordable than ever — a good virtual tour can be created for \$300-1,000.

22. Online Store and Pre-Arrival Shopping

Your camp store doesn't have to wait until guests arrive. An online store that allows guests to add items to their stay during the booking process can add meaningful incremental revenue.

Popular pre-arrival purchases:

- Firewood delivered to their site upon arrival

- Welcome packages (champagne, snacks, s'mores kits)
- Birthday or anniversary decorations
- Breakfast delivery the next morning
- Activity bookings: kayak rentals, guided tours

The beauty of pre-arrival selling is that guests are in peak excitement mode. They're planning their trip, imagining the fun, and they're far more open to adding extras than they will be when they're tired from the drive and just want to set up camp.

23. Gift Cards and the Revenue They Generate

Gift cards are one of the most underused revenue tools in the campground industry. Here's why they matter:

- Immediate cash flow: you receive payment before any service is rendered
- Breakage: a portion of gift cards are never fully redeemed — this is essentially free revenue
- New customer acquisition: gift card recipients are often first-time visitors
- Holiday marketing: position them as the perfect gift for the outdoor enthusiast in someone's life

Chapter 5: Community, Partnerships & Passive Income

Revenue You Can Earn While You Sleep

Some of the best revenue opportunities in the campground business aren't about hustling harder — they're about building systems, relationships, and structures that generate money on autopilot.

24. Local Business Partnerships and Commission Revenue

Your guests don't spend all their time in your park. They go kayaking, wine tasting, fishing, hiking, eating at local restaurants, and buying supplies. Every one of those activities is an opportunity for your park to earn a commission.

Build a formal referral network with local businesses:

- Local restaurants: offer a 'date night package' with reservations and a commission on each booking
- Adventure companies: whitewater rafting, zip lines, hot air balloon operators
- Wineries and breweries: tour and tasting packages
- Bike shops: rental commissions
- Local tour operators: hiking guides, boat tours

These partnerships require almost no upfront investment. You're leveraging existing businesses for mutual benefit — and your guests leave with a better overall experience.

The Concierge Advantage

Parks that position themselves as a guest's local guide — with a curated list of recommendations, easy booking, and enthusiastic staff — create an experience that guests rave about and return for. Become the person who knows everything about the area, and guests will trust you (and pay you) for it.

25. Food Truck Partnerships and Vendor Revenue

You don't need to run a restaurant to have food service on your property. Inviting a rotating cast of food trucks creates a lively atmosphere, keeps guests on-property, and generates revenue through vendor fees.

A food truck paying \$200-500 per weekend for the right to serve your guests is a completely passive revenue stream. Stack it with a few trucks per weekend during peak season and you're looking at meaningful annual income.

Other vendor opportunities:

- Local artisan and craft markets on property
- Farm-to-table pop-up dinners
- Mobile spa services (massage therapists, nail technicians)
- Photography services for family portraits in scenic settings
- Local honey, jam, and produce vendors

26. Laundry as a Profit Center

Coin-operated laundry facilities are one of the most underrated revenue generators in any campground. Consider these numbers: a park with 100 sites where half the guests do laundry twice per week at \$4 per load generates over \$20,000 annually from laundry machines alone.

The machines pay for themselves quickly and require minimal maintenance. Modern credit-card-operated machines are even better — no coin jams, seamless tracking, and guests appreciate the convenience.

27. The Dump Station for Non-Guests

If your park has a dump station, you're probably using it for your registered guests. But consider opening it — at a fee — to RVers passing through who aren't staying at your park.

At \$10-20 per use, a busy dump station on or near a major RV travel corridor can generate surprisingly consistent revenue with zero effort once the signage is up.

28. Naming Rights and Sponsorships

This strategy is more appropriate for larger parks or those with significant local visibility, but it's worth knowing about: local businesses will sometimes pay for naming rights on facilities.

'The [Local Hardware Store] Pavilion.' 'The [Regional Brewery] Fire Circle.' It sounds unusual in a campground context, but parks in high-traffic areas have successfully negotiated these arrangements for \$2,000-10,000 per year.

29. Work Camper Programs: Reduce Labor Costs Through Creative Compensation

This one is about reducing costs rather than directly adding revenue — but the effect on your bottom line can be significant.

Work campers are RVers who trade labor for a free or discounted site. They handle everything from check-ins and store management to grounds maintenance and activity coordination.

A site that would otherwise cost you nothing to fill during shoulder season can become a form of labor compensation. Many park owners find work campers to be among their most motivated, loyal, and knowledgeable employees — because they love the RV lifestyle and are genuinely invested in your park's success.

Chapter 6: The Workflow Connection

Why Revenue and Operations Are Two Sides of the Same Coin

Here's a truth that doesn't get talked about enough in the campground industry: missed revenue isn't always about strategy. A lot of it is about execution.

You can have the best dynamic pricing in the world, a fully stocked camp store, three food trucks every weekend, and a gorgeous glamping tent — but if your operations are disorganized, you're still leaving money on the table.

The Hidden Cost of Workflow Inefficiency

Think about how many things can go wrong in a single guest's journey through your park:

- A reservation made online doesn't sync with your on-site records
- A staff member doesn't know which add-ons a guest pre-purchased
- A premium site is accidentally assigned to a guest who didn't pay for it
- A check-in that should take three minutes takes fifteen because information is scattered
- A guest's issue goes unreported and they leave unhappy — and post a negative review
- You don't realize your most popular rental equipment is unaccounted for until a guest asks

Each one of these friction points costs you money — either directly through lost revenue, or indirectly through guest dissatisfaction that prevents repeat bookings.

How Organized Operations Drive Revenue

Parks with streamlined workflows consistently outperform disorganized ones across every revenue metric. Here's why:

- Faster check-ins mean more positive first impressions and fewer guests who start their stay frustrated
- Accurate add-on tracking means you capture every dollar of upsell revenue you've already sold
- Centralized guest data means you can identify your most loyal guests and reward them — driving repeat bookings
- Automated reminders and communications create upsell moments you'd otherwise miss
- Real-time site availability visibility lets you make smarter same-day pricing decisions
- Staff accountability through clear task management means nothing slips through the cracks

The Experience-Revenue Loop

Guest experience and revenue aren't separate things — they're a loop. Better operations create better experiences. Better experiences drive repeat bookings and referrals. Repeat bookings are your highest-margin revenue because you spent nothing to acquire them. The parks that understand this are the ones pulling away from the competition.

What to Look For in a Park Management System

Not all park management software is created equal. The best systems do more than just handle reservations — they actively help you find and capture revenue while making your team's lives easier.

When evaluating your options, look for:

- Integrated reservation and site management with real-time availability
- Built-in add-on and upsell capability — guests should be able to purchase extras during booking
- Automated pre-arrival and post-stay communications
- Mobile access for staff — the ability to manage operations from anywhere on the property
- Guest profiles and history — so you know who your best customers are
- Reporting and analytics — you can't improve what you can't measure
- Dynamic pricing tools or integration with pricing engines
- Point-of-sale integration for your camp store
- Clean, intuitive interface that staff can learn quickly and use without frustration

The right technology doesn't just save time — it pays for itself by capturing revenue that would otherwise be missed. Every add-on that sells because it was presented clearly during booking is revenue that a disorganized manual process would have lost.

The Guest Experience Multiplier

Here's a final thought on the operations-revenue connection: the single most effective marketing strategy available to any RV park or campground is a guest who had such a great experience they can't stop telling people about it.

Word of mouth from a delighted guest is worth more than any ad campaign you could run. And delivering that experience consistently — not just when everything is going perfectly, but when things get busy, when the check-in line is long, when a site is double-booked — requires systems.

The parks that grow year over year aren't always the ones with the nicest amenities. They're the ones where guests feel like the team has their act together, anticipates their needs, and genuinely cares about the visit.

That's not a vibe. That's an operational discipline. And it's one of the most valuable investments you can make.

Your Revenue Action Plan

Start Here. Start Now.

You've just absorbed a lot of ideas. The worst thing you can do now is feel overwhelmed and implement nothing. So let's make this simple.

Here's a practical three-tier action framework based on effort and time to implement:

Quick Wins (This Month)

These strategies require minimal investment and can start generating revenue almost immediately:

- ✓ Add a pre-arrival upsell email to your booking confirmation sequence
- ✓ Create 3-4 site tiers and adjust pricing accordingly
- ✓ Add firewood bundles and a few high-margin convenience items to your store
- ✓ Reach out to 3 local businesses about a referral partnership
- ✓ Look into opening your dump station to non-guests
- ✓ Design and launch a gift card program

Medium-Term Projects (Next 90 Days)

These require more planning but can be launched quickly:

- ✓ Implement dynamic pricing for your next peak season
- ✓ Plan and promote your first themed weekend event
- ✓ Purchase your first rental fleet item (golf cart or kayaks)
- ✓ Design a season pass or membership program
- ✓ Invite a food truck to operate on-property on a trial basis
- ✓ Audit your park management software and identify gaps

Strategic Investments (6-12 Months)

These require more capital but can transform your park's revenue potential:

- ✓ Add one glamping unit or premium cabin
- ✓ Install EV charging stations
- ✓ Develop an off-season vehicle/boat storage program

- ✓ Create an Instagrammable feature on your property
- ✓ Upgrade to a fully integrated park management platform
- ✓ Develop an event hosting marketing strategy targeting weddings and corporate retreats

The One Rule

Pick one strategy from this guide and implement it completely before moving to the next. A half-implemented strategy generates half the revenue. Focus beats breadth every time.

Final Thoughts

The outdoor hospitality industry is at an inflection point. Demand is strong. Supply is limited. Guests are willing to spend more than ever on experiences that feel authentic, memorable, and well-run.

But the parks that will capture this moment aren't going to be the ones that simply own land and have hookups. They're going to be the parks that think like hospitality businesses — that build systems, curate experiences, leverage technology, and treat every guest interaction as an opportunity to create loyalty.

The 25+ strategies in this guide aren't magic. They're the result of what the most successful park operators in the country are actually doing — some of them quietly, some of them very publicly. The common thread is intentionality. They decided to run their parks as businesses, not just properties.

You can do the same. You don't need to implement everything at once. Start with one strategy, measure the results, build on what works, and let momentum carry you forward.

The guests are out there. The revenue is there. The only question is whether you've built a park — and a workflow — that can capture it.

Here's to a fuller calendar, happier guests, and a healthier bottom line.

Ready to take your park to the next level?

The strategies in this guide work best when your operations are built to support them. Discover how modern park management software turns good ideas into real revenue — every day.

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