

Your Holiday Survival Guide

3 Ways to Plan for Your Busiest Days

Holidays are notoriously the busiest time for campgrounds, especially in Northern states where camping's appeal transcends seasons. Visitors are eager to disconnect from everyday life and a time-out with nature is their perfect escape. Seems like it should be easy to fill your property with bookings! But these days, competition for holiday bookings is serious business and if you want to land on top, you need to plan ahead.

Here are three key ways to plan for your busiest days and prep your property for holiday success.



1 OFFER HOLIDAY PACKAGES AND ACTIVITIES

To draw campers in, get creative and put together some special offerings and features specifically for popular holidays like Labor Day and Halloween.

Remember, if you have local partnerships in place, this is where they'll come in handy. And if you don't, start making the connections ASAP. Look into both small outdoor-oriented businesses and other attractions like nearby theme parks or seasonal haunted houses. Here are some ideas to get you motivated:



- ✓ Offer three-day holiday weekend packages with different price points depending on accommodations. (i.e. basic campsite, yurt rental, cabin rental, full-hookup RV site, etc.)
- ✓ Promote deluxe Labor Day packages that include outdoor activities like ziplining, bike rentals, guided hikes or water-sports rentals.
- ✓ Create bundled Halloween family packages that incorporate the price of a campsite along with one or two-day theme park passes, Halloween eve zoo admittance, passes to local haunted houses or other Halloween-style attractions.
- ✓ Make the holiday camping weekends stand out with organized events and features. For example, on Halloween weekend deck out the campsite with spooky décor; have pumpkin carving activities; host a costume contest for campers; and feature a ghost-story campfire outing. You could even organize a trick or treat event for kids!

2 PROMOTE & MARKET

You have your packages and pricing ready (your RMS features are a big asset in that regard) and now, you're ready to capture those bookings. How? Through effective promotion and marketing!

- 1 Highlight your packages all over social media—Facebook, Instagram and Twitter especially
- 2 Advertise packages through a Facebook ad campaign in the weeks leading up to the holiday
- 3 Promote packages on third-channel booking sites like TripAdvisor
- 4 Connect with camping bloggers to highlight your holiday packages
- 5 Be included in Chamber of Commerce listings and purchase ad space to spotlight specials
- 6 Design and print fliers to put in local stores and send to your mailing list
- 7 Advertise to past guests through promotional eblasts



3 PREPARE YOUR STAFF

When your packages are in place, your promotions are doing their job and the bookings start flowing, it's time to make sure your campground team can handle the influx of guests.

TRAINING

Be certain your Manager and staff are fully trained on your property's PMS so your operation will run as smoothly as possible. (And if your current management system is lacking, now's the time to check out RMS Campground's cloud-based PMS).

CUSTOMER SERVICE

Ensure every member of your team is on the same page when it comes to customer service. That means showing friendliness and patience—even when guests are disagreeable—and knowing what process to take when problems arise.

STAFF UP

Staff up to ensure you have friendly and knowledgeable Hosts to welcome guests; a solid Cleaning/Maintenance Crew for the grounds and facilities; Patrol/Rangers to implement rules and help out campers; an Activity Director for special holiday events; friendly Store Clerks; and other roles that will enhance your specific campground.





The holidays can bring an enormous boost to your annual bookings—you just need to be ready! Aside from staffing up quality people and getting creative with packages, **RMS Campground** is also there to help. Through one customizable dashboard, your cloud-based system makes it easy to manage check-ins/check-outs, handle payments, calculate utility usage, keep track of extra charges, direct your maintenance staff and much more.

If you need any tips or information, don't hesitate to reach out to your RMS representative or support team. We're always here to help—24/7.

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