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Tips to Grow Campground Revenue

Growth can mean different things to different campgrounds.



Growth can mean different things to different campgrounds. It might be the physical expansion of a single park ready to add more sites. Or the expansion of a campground business to include more properties. It can even mean personal growth—education, professional development, or an investment in skills that make it easier to operate your campground.

It's also possible to grow revenue without having to expand your park or your staff. In their recent guide: *Growth Strategies for Your Campground Business*, Campspot outlines 12 tips for doing that. Here's a sneak peek.

#1. PARTNER WITH THE RIGHT PEOPLE

Are there aspects of running your campground business that have you holding your breath and hoping for the best? It's time to call in the experts.

When Marcia and Jim Neese opened their campground, RiverWalk RV Park, they did not have much industry knowledge. "We aligned ourselves with the right people from the start, and we kept those relationships over time," says Marcia.

In the beginning, they turned to Camp and Park Accounting, a firm that specifically serves RV parks and campgrounds, to help with the finances. In addition to services like bookkeeping and tax planning, they offer business consulting and help provide Marcia with a good picture of what finances of a park should look like, which gives them confidence to run "an effective business that is profitable."

They also sought industry experts for things like Google Ad Words. Not just someone with an expertise in Ad Words, but someone within the camping industry.

"Find industry experts," says Marcia, "especially for the things you're not as good at."

Thought starter: *Where would an outside expert be able to provide you with a sigh of relief?*

#2. ESTABLISH YOUR NORTH STAR

Every person and business has something that helps them stay pointed in the right direction—a mantra, a philosophy, personal goals, or company values. Most likely it's the thing you find yourself coming back to time and again when decisions are made. And when you (and your staff) know what it is, it helps individuals and teams better navigate decisions at every turn.

"Be true to your values," says Mike (from CRR) "Don't sway from what your core purpose and intent is."

For Mike and CRR, it's about culture and "their why." It's what keeps him up at night. "As you grow, leadership gets further away from the properties, and it becomes harder to stay true to purpose."

For Marcia and Jim Neese at RiverWalk, it's all about relationships. In fact, when they are in a position to choose between the two, Marcia and Jim consistently prioritize relationships over revenue, and it "always pays off."

Everyone from single park operators to multi-park groups can find more ease and success when there is a North Star to help navigate.

Thought starter: *What is the indicator for you and your business that helps you stay on course?*

Download the guide for 10 more tips to grow your campground business at
<https://signup.campspot.com/growth-guide-ebook>

Editor: Lisa Rhodes

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Contact: 910 S. Crowley Rd, Ste. 9-504 • Crowley, TX 76036 | 877-518-1989

