
Revenue Increasing Tips

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The CMM Team has combined their experience and skills to provide campground owners with proven tips on how to increase current revenue streams. They also provide tips on adding new revenue streams when they become available. The CMM Team is committed in helping you succeed!

Come back often to review new tips on how you can increase revenues.

Tip 1

After traveling and working as a Manager and Work Camper, the most cost-effective revenue tip is “clean bathrooms”. When you ask campers what they like most about the campgrounds where they have stayed or frequent, 9 out of 10 times they will say “I love their clean bathrooms”.

The “only” cost to having clean bathrooms is procedural discipline, and it will not only increase revenues through repeat customers, it will also increase your ratings.

Tip 2

We all know that advertising is expensive and if done correctly, it can increase revenues. When you are on a tight budget it can be difficult to commit needed revenues to advertising. Well, you have just been given a huge gift from Facebook. It's called Groups.

Facebook has made it easy, even for the non-technical user to create a Group on Facebook. Groups are free and if used correctly can drive traffic to your website and increase repeat customers to your campground.

Every customer that arrives at your campground is an asset, not just by themselves but as a source of word of mouth advertising. Never let an opportunity to capture a customer's email address slip by.

You can use customer emails to create email campaigns, but the fact that we receive so many unwanted emails and many are automatically removed by spam filters, we often don't see them.

Groups provide 2 direct methods to contact past customers to join the group.

- Facebook makes it easy to invite customers that have liked your website to join the Group.
- Send every customer that has stayed at your campground a thank you email that also asks them to join you group.

Groups can increase repeat customers using the below methods.

- Write a post to your group providing information about an upcoming event.
- Write a post announcing a camping promotion.
- If you are a seasonal campground, write a post announcing when you will be open, including any events that will be taking place.

Tip 3

Designate a “tech savvy” person in your organization to manage your social media platforms. Proper implementation of today’s most popular Social Media platforms can drive significant traffic to your website. This will give you an opportunity to promote your campground, amenities, surrounding area, events and campsite “specials offers”. The result will be an increase in revenues and return business.

Popular Social Media platforms: Facebook, Instagram, LinkedIn, Twitter and YouTube.

Tip 4

As part of your social media strategy, spend your time creating content on your website that is naturally “liked” and more sharable. Facebook “likes” alone will not improve your ranking on Google, but if your likes add to your number of shares and ultimately inbound links, it will improve your ranking on Google. Content is King!!!

Tip 5

Consider hiring a sort of RV expert that can put up a sign and help people sort out their little glitches and problems that come up with their RV. If it isn’t something that they can fix in 10 or 15 minutes, they go on the clock and charge for the repair. This would be a lucrative business for the right person. You would allow the person to live free on the premises, or at a discounted rate depending on their experience. You could do the same thing with someone that specialized in washing RV’s. Clean RV’s add to the appearance of your campground.

The goodwill and convenience to customers would generate positive word of mouth advertising, resulting in an increase in repeat customers, new customers and revenue. This is not only a convenience to customers, it is also a cost savings. Outside service companies will charge a service charge, just to come out.

Tip 6

Don’t be so quick to discard selling refreshments simply because you feel you don’t have enough space. Through the creative efforts of campgrounds, I’ve seen a relatively small space turned into a cash cow selling items associated to basic apparel, camping supplies, concessions and sun protection items, like those listed below. This is especially true with campgrounds that cater to families.

Consider adding trendy souvenirs and gift items to your store that reflect your geographical area, state and the USA. To get an idea of what items are trending, visit local souvenir and gift shops. You may even want to consider partnering with a local souvenir and gift shop.

Concessions

Candy Bars - Candy Miscellaneous
Ice Cream - Frozen Treats...
(candy bars, ice cream bars & ice pops)
Pizza - Popcorn (regular and Carmel)
Slushies - Snow Cones

Camping Supplies

Firewood
Black Tank Treatment
Toilet Paper
TV Cable
Water Hose

Sun Protection

Sunglasses
Sunscreen
Sun Visors

Apparel

Caps (embroidered with your campground logo)
T-shirts (embroidered or silk screened with your campground logo)

Note: Quality, Appearance and Color will make or break the sale of apparel.