

Anatomy of a Campground Listing Page

The ideal campground listing page is both detailed and concise, displaying a perfect balance of the information a camper needs to feel confident in booking a trip without overwhelming them.

Campgrounds on Campspot Marketplace with complete listing pages* make

20% MORE REVENUE ON AVERAGE

*Complete listings were defined as parks with at least five photos, an "About" description, and at least one photo per available site.

Key Elements of a Revenue-Driving Listing Page

Campground Name

Campground Location

Campground Photography

According to Airbnb, listings with professional photography experience up to a 20% increase in earnings and up to 20% more bookings.

Descriptive Text

Use keywords in your description to ensure your listing page ranks in search engines for relevant terms. Is your park located near note-worthy attractions? Use this space to communicate why your campground, above all others, is the ideal destination.

Park Map

Individual Sites, Site Photography, and Site Amenities

Include as many high-quality photos as possible of each site to give campers confidence in their selection.

Park Features and Amenities

Keep your list of amenities up to date to ensure you display results for campers filtering for specific features.

Availability

Don't leave money on the table—ensure your inventory is bookable at least 12 months out.

Campspot OTA Integrations

As a general rule of thumb, campgrounds should aim for no more than 20% of traffic to come from an OTA and no more than 10% to come from a single OTA channel. In addition to the Campspot Marketplace, we offer campgrounds several options when it comes to listing on an OTA. When deciding which ones to use, consider your goals, your target audience, and brand alignment.

Roverpass Integration

Parks listed on Campspot Marketplace are also discoverable on RoverPass' marketplace to increase exposure to potential guests.

Booking.com Integration

Lodging inventory can be listed on Booking.com and managed through Campspot.

Airbnb & Vrbo

Lodging inventory can also be listed with Airbnb and Vrbo. These connections are managed by BnBerry—a concierge service that handles the listings for you.