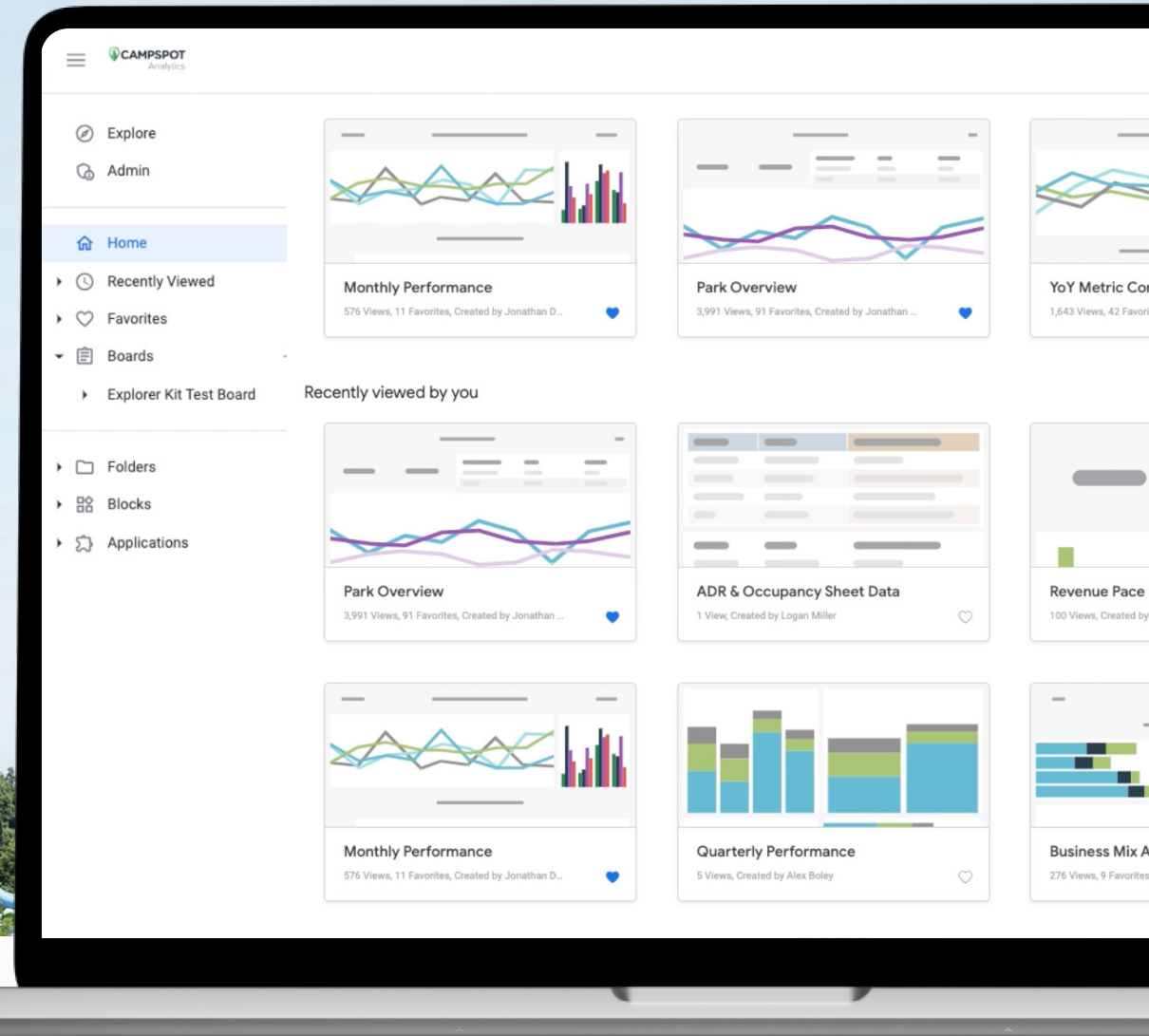


How To Use Campspot Analytics To Make Data- Informed Decisions



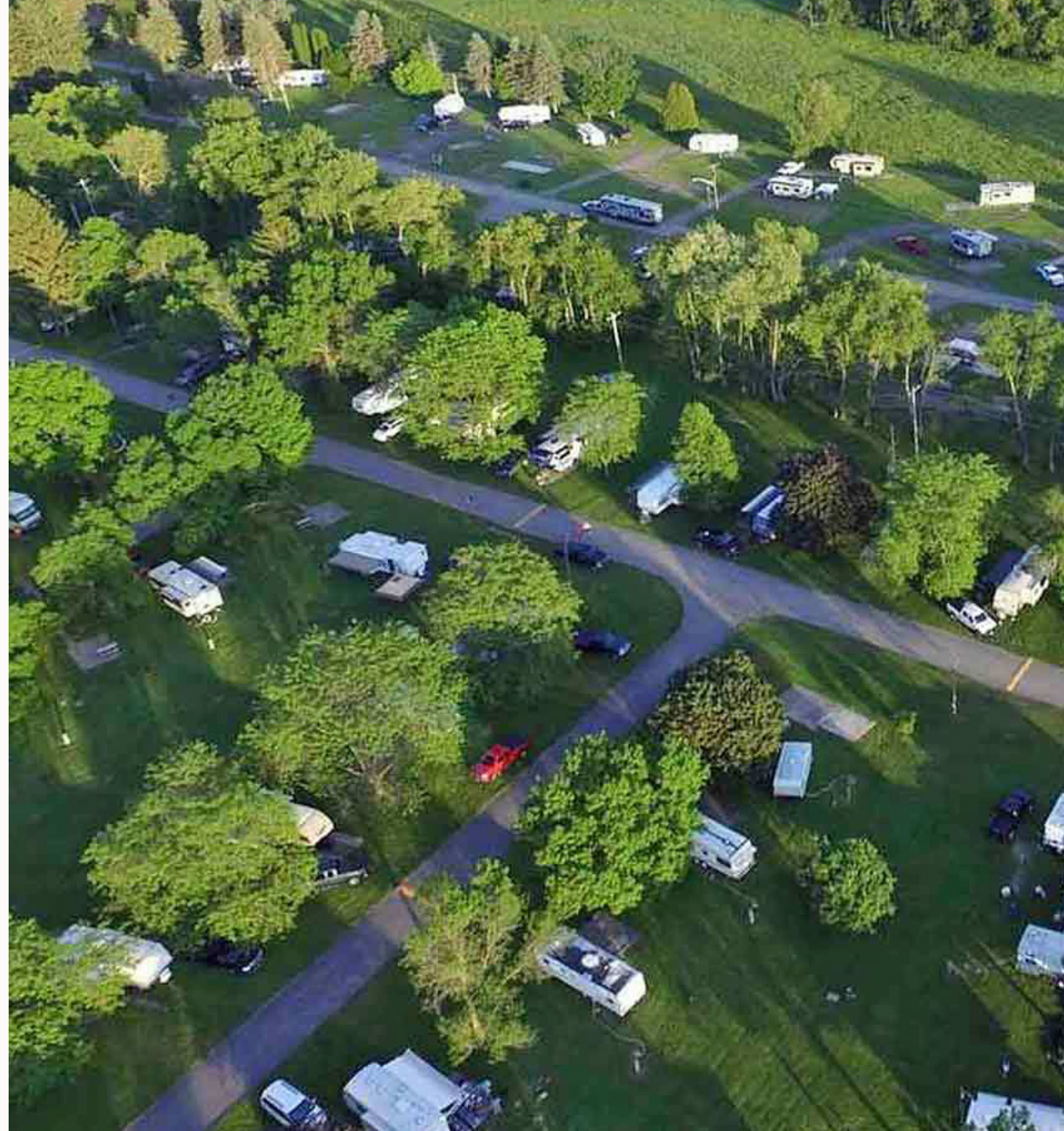
What is Campspot Analytics?

Campspot Analytics is an analytics and reporting tool for your campground.

From checking arrivals and departures to monitoring occupancy trends at your campground to doing deep dives into which features drive the most revenue to your park, Campspot Analytics is your guide. Because when it comes to making decisions for your park, there is no better guide than the data.

On the following pages you'll find an overview of the type of data you can see in Campspot Analytics and how it can help you make your most important business decisions on a regular basis.

Parks that accessed Campspot Analytics during the last 6 months, had 5% higher occupancy than those that did not.



Dashboards to Check Daily

Campspot Analytics makes it easy to get a high-level view of daily activity at your park.

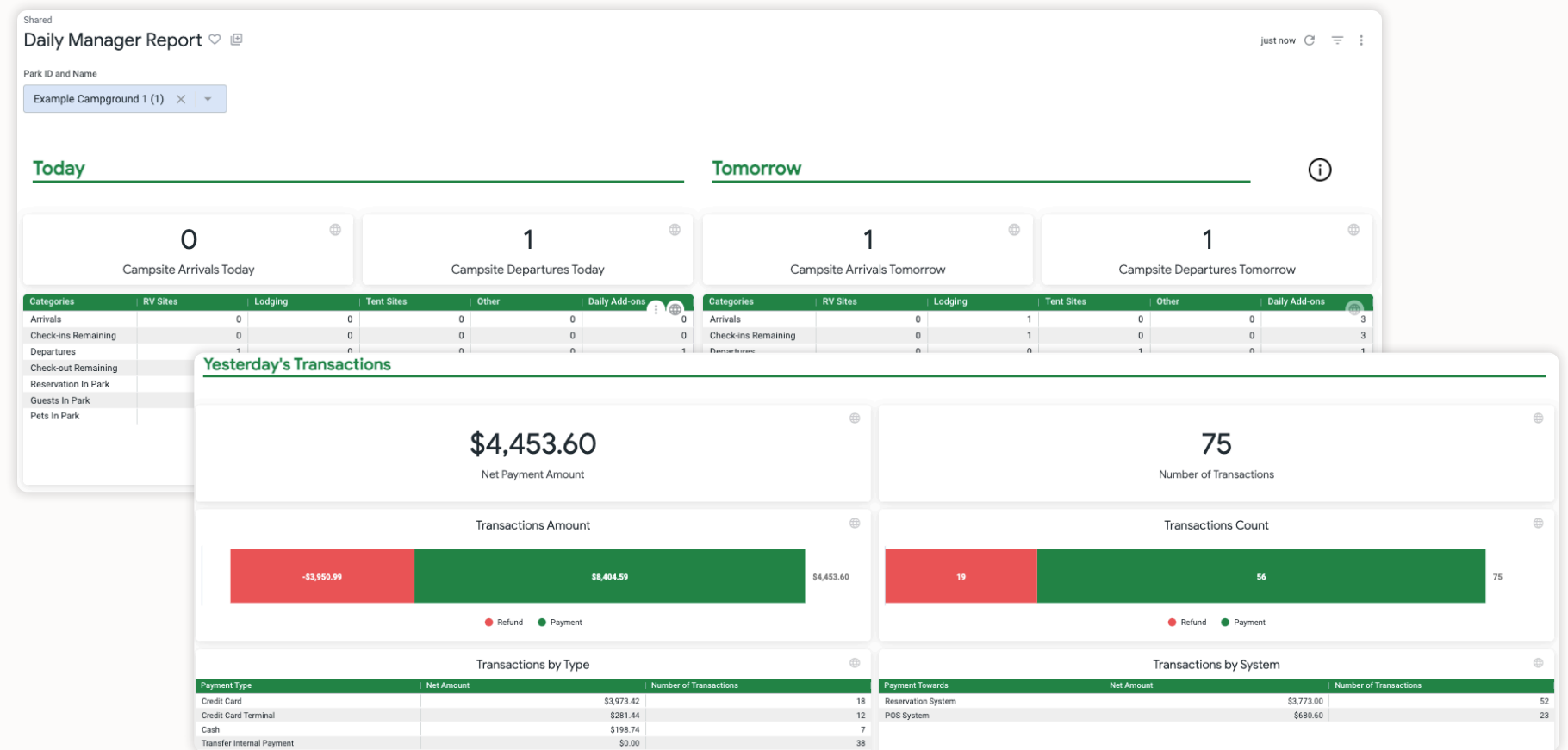
Daily Manager Report

Get a critical overview of your campground's recent, current, and upcoming activity with the Daily Manager Report dashboard.

Review yesterday's transactions, check arrivals and departures for the current and next day, and monitor occupancy and cancellations for the next 14 days.

There is also a section that shows remaining campsite availability for the day, by site type.

[Learn More](#)



Dashboards to Check Daily

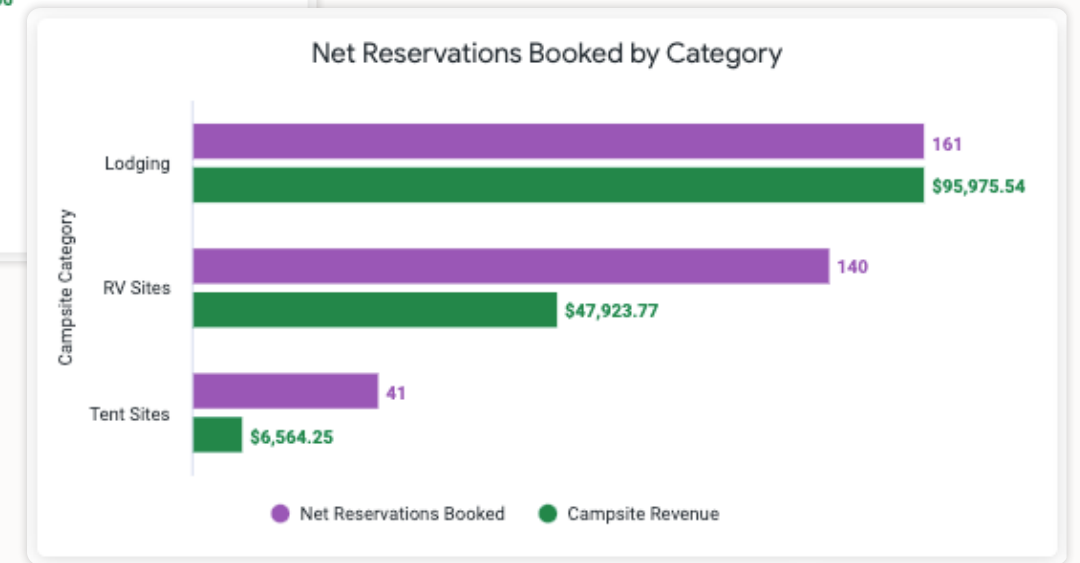
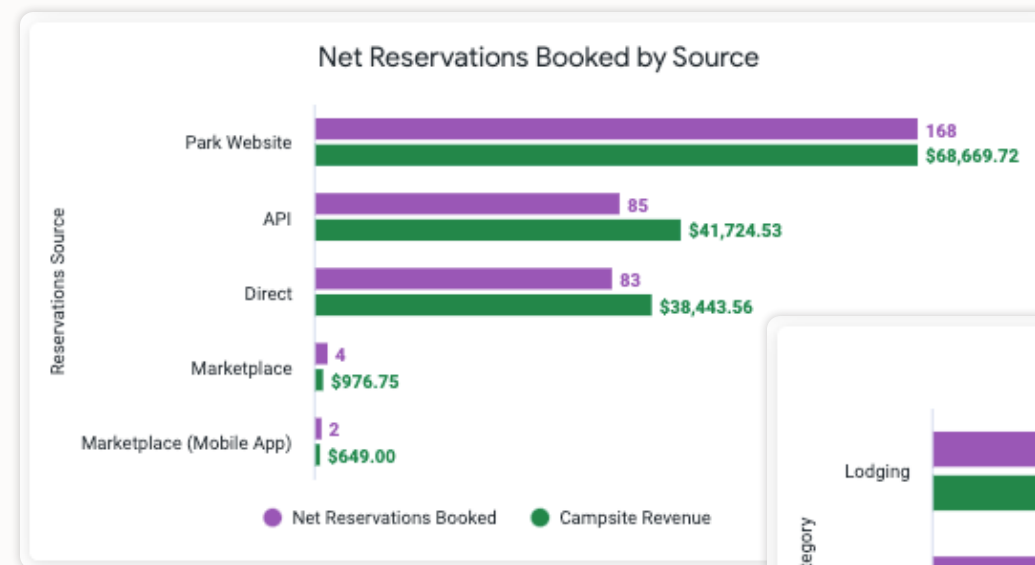
Campspot Analytics makes it easy to get a high-level view of daily activity at your park.

Park Overview

Check the Park Overview dashboard for insights on net reservations booked by source and by category, reservation value by booking window, net reservations by campsite type, and net charges at the park.

The top of the Park Overview dashboard also provides a snapshot of the day's average booking window, average length of stay, and the status of several revenue-generating features at the park.

[Learn More](#)



Dashboards to Check Weekly

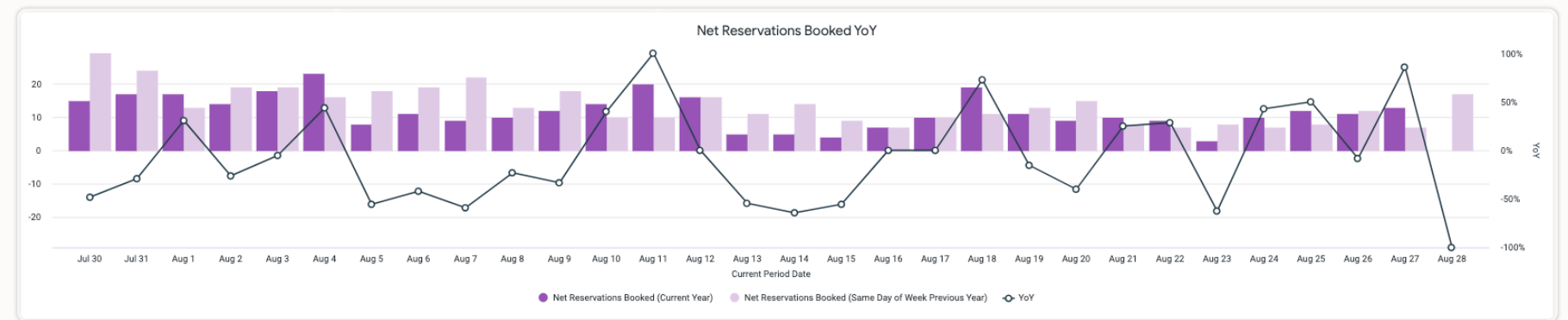
Keep an eye on occupancy, year-over-year performance, and your overall portfolio health with these dashboards.

Park Overview

In addition to providing a helpful daily view, the Park Overview dashboard contains information that is helpful to review on a weekly basis, too.

By watching recent booking trends to find popular booking windows and average daily rates (ADRs), you can identify areas where you might increase prices to maximize revenue or decrease prices to drive more business.

[Learn More](#)



The view of net reservations booked year over year compares reservations booked this year versus last for the same date range.

Dashboards to Check Weekly

Keep an eye on occupancy, year-over-year performance, and your overall portfolio health with these dashboards.

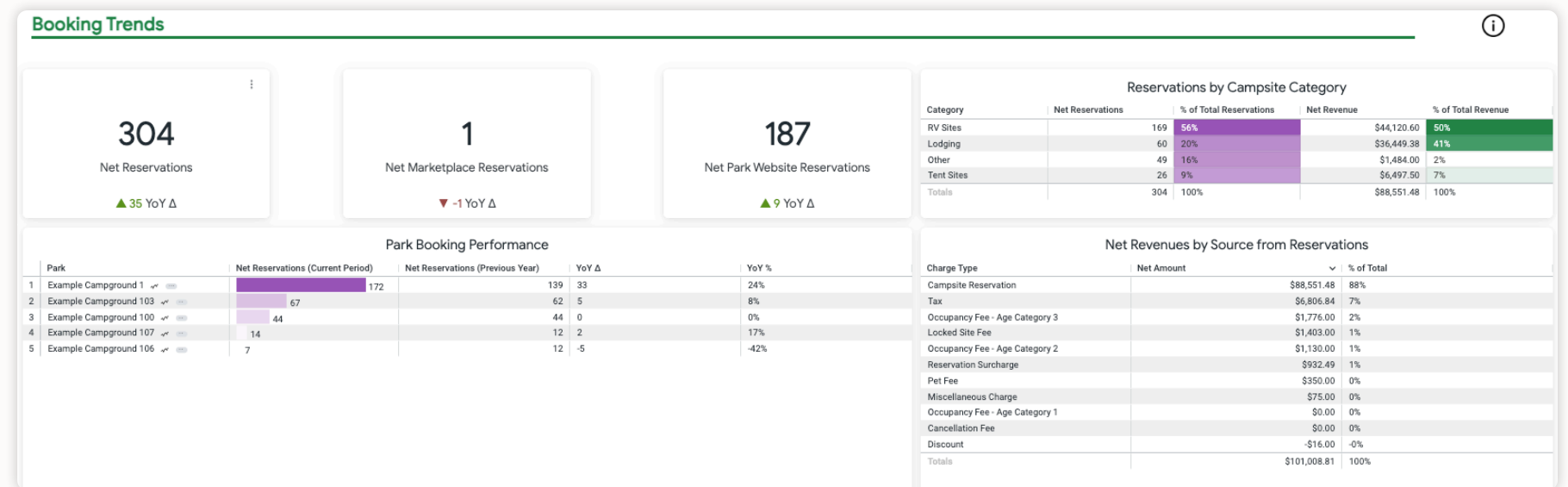
Portfolio Overview

This dashboard provides an overview at the organization level of what is happening across your portfolio.

It summarizes booking trends on a net basis, provides data on when reservations were booked as well as when the stay occurred, and sheds light on what is performing well and what is not.

This dashboard is meant to help multi-park owners understand their overall business.

[Learn More](#)



Dashboards to Check Weekly

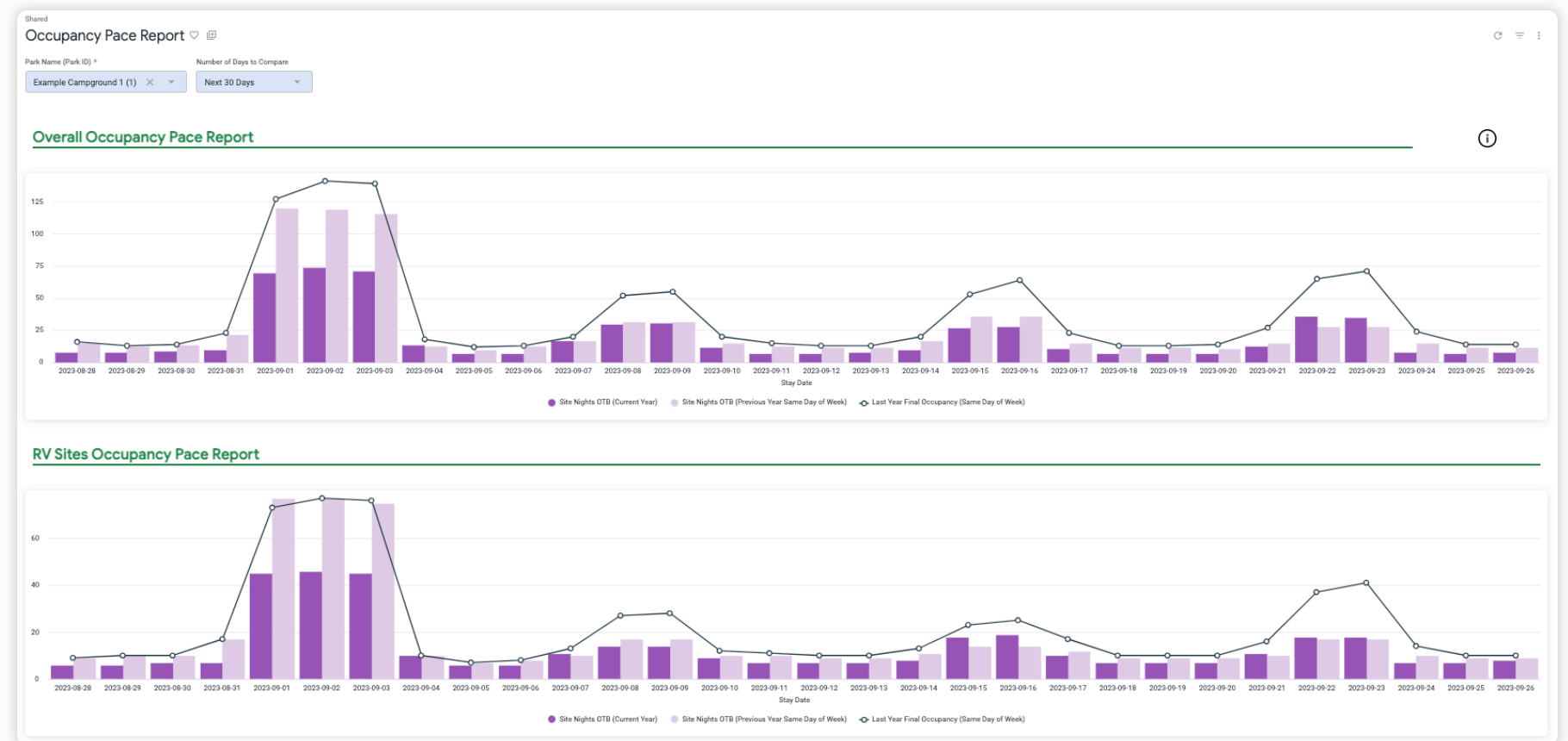
Keep an eye on occupancy, year-over-year performance, and your overall portfolio health with these dashboards.

Occupancy Pace Report

This dashboard gives an overview of your campground's occupancy on future dates to provide insight into dates when you could aim to optimize revenue.

It also allows you to compare your occupancy pace versus last year's to help identify trends for your campground.

[Learn More](#)



Dashboards to Check Monthly

Check your performance against your own metrics from previous years, and against similar parks in your comp set to find opportunities for improvement.

Year-Over-Year Metric Comparison

This dashboard provides a high-level view of your business health year over year.

Key metrics covered on this dashboard are occupancy, net site nights by month, net revenue by month, ADR and RevPAR.

All data on this dashboard uses end-of-the-month reporting to show how your campground performed against the previous year.

[Learn More](#)



Dashboards to Check Monthly

Check your performance against your own metrics from previous years, and against similar parks in your comp set to find opportunities for improvement.

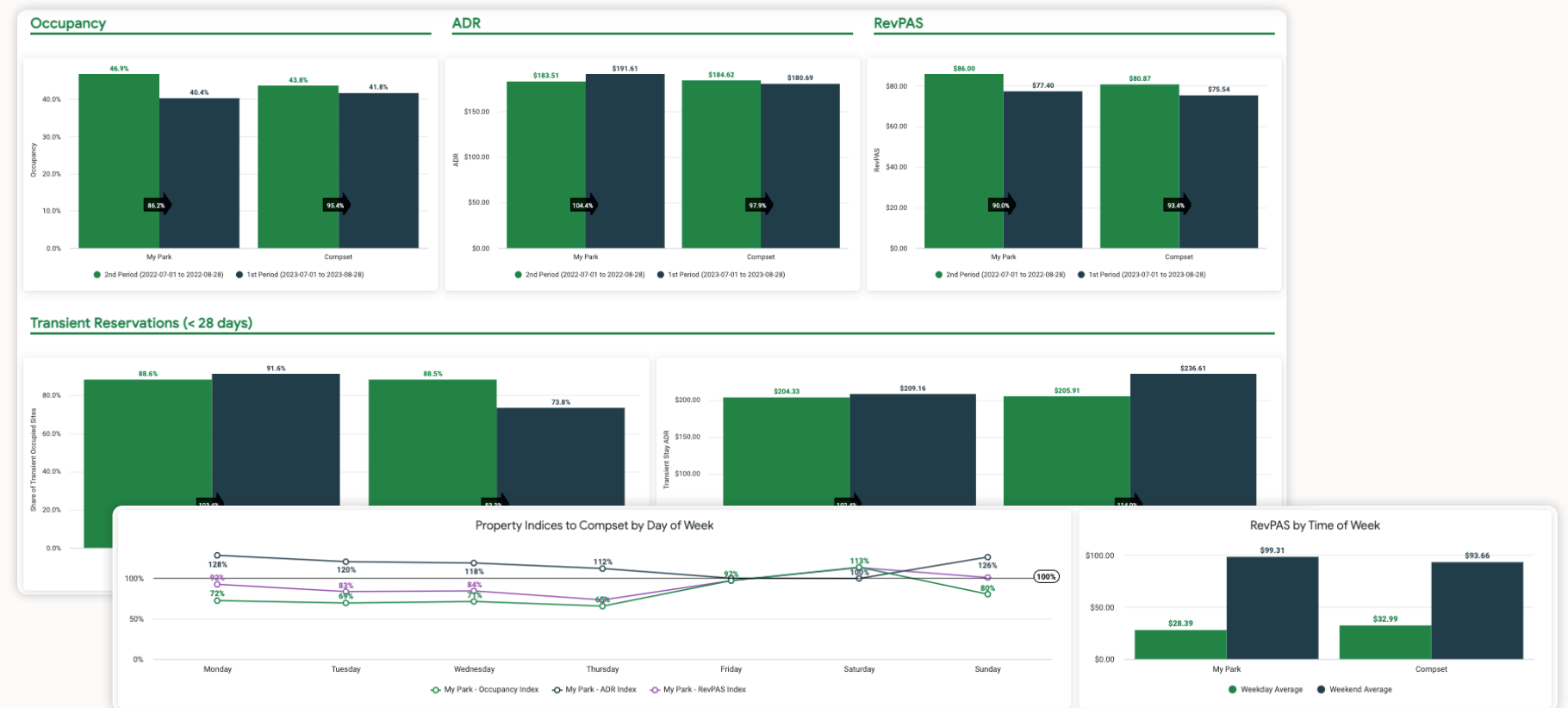
Signals

Access the Signals benchmarking dashboard to see performance metrics that determine your parks' rank within your comp set using indexes to calculate your market share.

Metrics include Average Daily Rate (ADR), Occupancy Rate (OR), and Revenue per Available Site (RevPAS).

All data is anonymized.

[Learn More](#)



Dashboards to Check Annually

Dig into the revenue streams that work well for your park and find opportunities for continued growth with these dashboards.

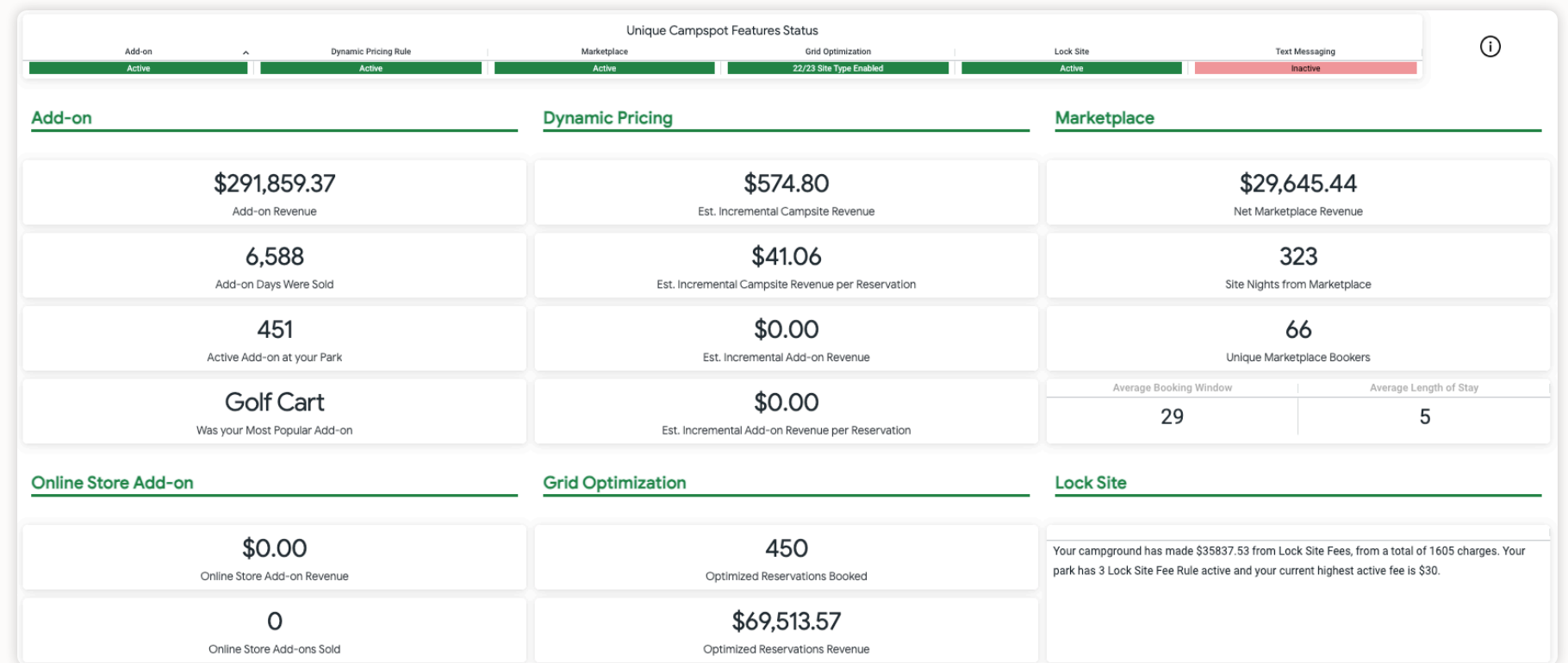
Campspot Value

Find out which of Campspot's revenue-generating features are working well for your park.

This dashboard shows the status of each feature and displays the amount of revenue generated per feature over the last year.

You'll see revenue from Add-ons, Dynamic Pricing, Grid Optimization, Marketplace, and Lock Site.

[Learn More](#)



Dashboards to Check Annually

Dig into the revenue streams that work well for your park and find opportunities for continued growth with these dashboards.

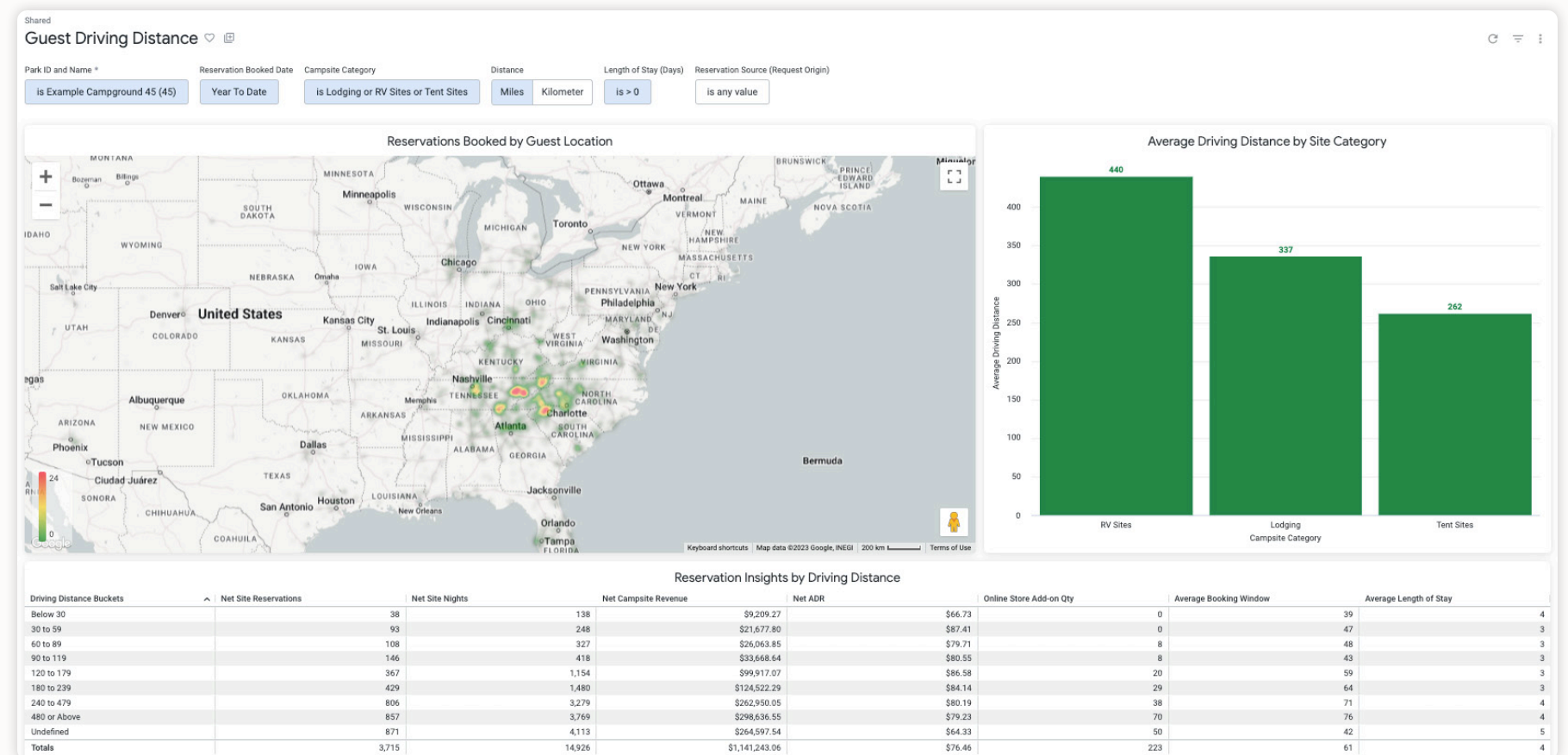
Driving Distance

Do you know where the majority of your guests are coming from?

With the Driving Distance dashboard you can see your guests' driving distance by site category and by equipment type.

Information like this can help you tailor marketing messages and imagery accordingly for the coming year.

[Learn More](#)



Get Started

All Campspot software customers have access to one FREE user seat in Campspot Analytics that includes all the core dashboards detailed above. Parks can purchase additional seats by request.

You can also upgrade your Campspot Analytics account with the purchase of an Explorer License. This license unlocks the ability to create your own custom dashboards within the tool. If you would like to create a unique view of specific data, Explorer could be a good option for you.

Reach out to your account manager or contact support at support@campspot.com to learn more or set up your seat.



“We used to download a handful of reports to build our own custom spreadsheets; now we use Campspot Analytics. It’s more comprehensive and user-friendly than traditional reporting. Not only does it help us to make necessary adjustment decisions on a weekly and monthly basis, we also make significant financial decisions based on the trends we see. The Occupancy Pace Report helps us to project our future business growth and make decisions like which new amenities to onboard and whether to expand. And with the economy taking a bit of a downturn lately, we are able to use the cues to make more specific and aggressive marketing adjustments to compensate for the soft market.”

– Casey See, Piney River Resort (Campspot Analytics User)