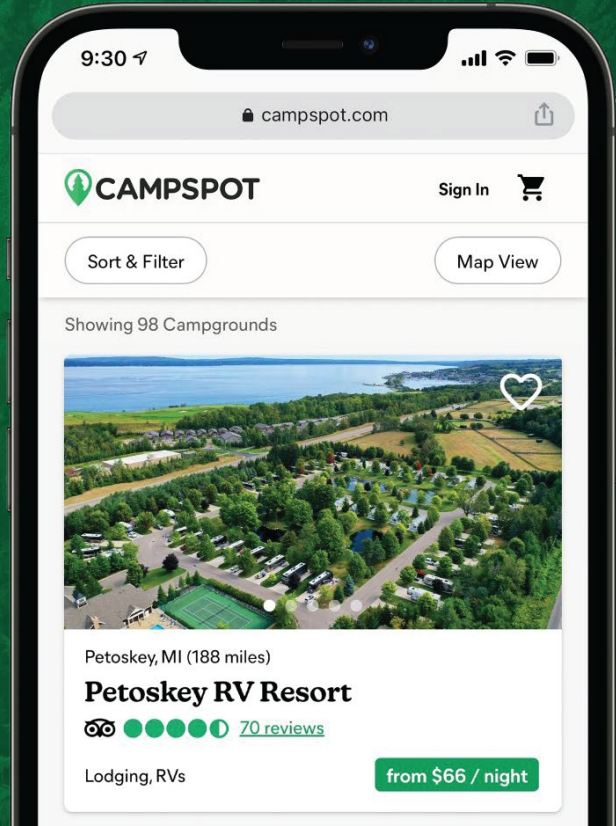


The “Expedia” of the outdoors.

**Campspot Software +
Campspot Marketplace = The Best of Both Worlds**

Together, we work hard to help you:

- Get more reservations
- Reach more campers
- Deliver an unforgettable experience
- Make more money



Campspot Marketplace by the Numbers

In 2021, Campspot Marketplace launched to help campers easily discover and book their next camping adventure. As the travel industry continues to modernize with leading online reservation systems, today’s campers have an increasing desire for a similar booking experience that allows them to manage their trips entirely online. Campspot Marketplace solves for this demand and ensures Campspot software users gain access to these valuable customers first.

The Power of Campspot Marketplace:

8M+

Visits on the
Marketplace

75K

Mobile App
Downloads

22

Countries
represented

50

US states
represented

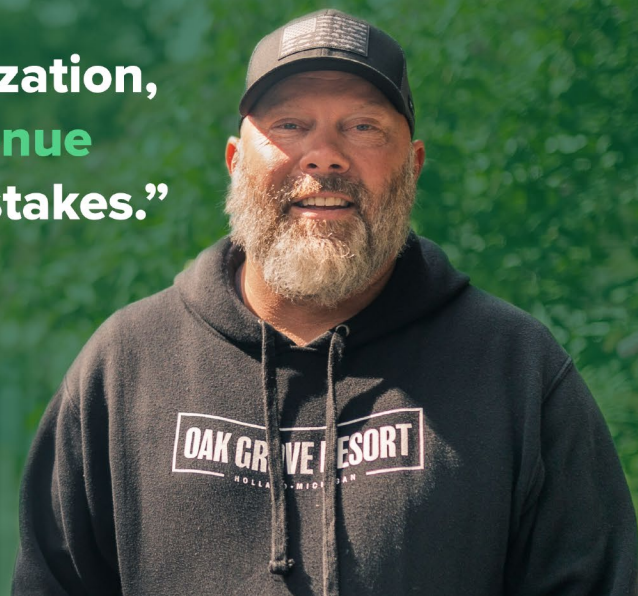
8

Canadian
provinces
represented

**“With Campspot’s grid optimization,
we are **generating more revenue**
while eliminating human mistakes.”**

- ROD VANDEN BURG

VP OF OPERATIONS
OAK GROVE RESORT



How Campspot Marketplace Drives Revenue for Campground Owners

- 1. Reach New Campers:** 92% of Campspot Marketplace customers book at a property they’ve never stayed at before
- 2. Secure Lifelong Campers:** 30% of Campspot customers make their first booking on our marketplace and then book again directly at the same park.*
- 3. Acquire Customers Affordably:** Most business-to-consumer (B2C) companies pay anywhere from 10-40% of their total budgets on marketing. Whether you’re paying for a click on a Google keyword or a fee for a marketplace, most advertising channels require compensation regardless of results. Marketplace extends your reach with only a nominal fee when a site is booked, ensuring a return on your investment.
- 4. Grow Your Campground:** Campspot Marketplace gives campers the ability to find and instantly book their next camping trip thanks to the seamless integration between our two products. When we list your campground, we mimic your exact rules, pricing, and unique offerings—automatically! That means real-time bookings, no double listings, and more revenue generated for you.

*Among users who have made bookings on both Campspot.com and Campspot software customers’ websites





The Goal of Campspot Marketplace? Continuously Deliver You Value.

In January of 2022, we debuted the first annual Campspot Awards. The mission of the awards is to recognize excellence in the campground industry and elevate campgrounds leading the way in important aspects such as top destinations, camper experience, unique offerings, and design. booked, ensuring a return on your investment.

45

Winners

7

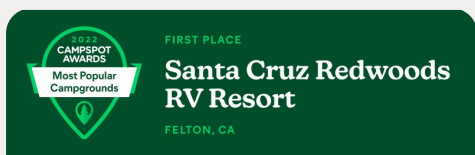
Categories

443

TV & Radio
Coverage

76M+

Viewers &
Listeners



Award Categories

This year's award categories include Top Campgrounds in the USA, Most Popular Campgrounds in the USA, Top Campgrounds for Families, Top Campgrounds with a View, Top Campgrounds for First-Timers, Top Camping Sites, and Top Campground Design.

Frequently Asked Questions

What is an online marketplace?

An online marketplace is a website where consumers can search for and directly purchase lodging reservations and other travel related services. You often hear a few different phrases used interchangeably to mean the same thing, including online travel agency (OTA), aggregator, or internet distribution system (IDS), for example. Campspot chose to brand its offering as a marketplace.

Why did Campspot launch an online marketplace?

Consumers today expect one centralized place online where they can search for the best available inventory for their next vacation. While this concept is well understood in the hotel and airline industries, we saw a huge need for a camping-focused listing site that could accommodate all the specific details and rules of many parks and provide the best booking experience possible. We also wanted to give you the best business advantage in this expanding market where consumers are looking to book instantly at their fingertips.

How does it work?

From the Campspot Marketplace homepage at Campspot.com or through our mobile app, guests can filter and search using a variety of preferences to find their next adventure. Based on location and availability, your campground will appear in the search results for that guest to easily book.

What is the average cost for my business to be listed through a traditional OTA?

The average online travel agency charges 18% to 30% per online reservation generated through their site.

What does it cost to feature my park on Campspot.com?

We will charge just 10% per online reservation made directly through our marketplace. This covers our cost to develop the marketplace and continuously advertise your park. It's our goal to offset this cost by driving you extra revenue from new customers who will find your campground through our marketplace.

Can I still keep my direct booking customers and take phone reservations?

Of course! There is no additional cost to book reservations through your park's website or over the phone. We want to find you new customers who will book direct with you going forward after finding your park through our marketplace.