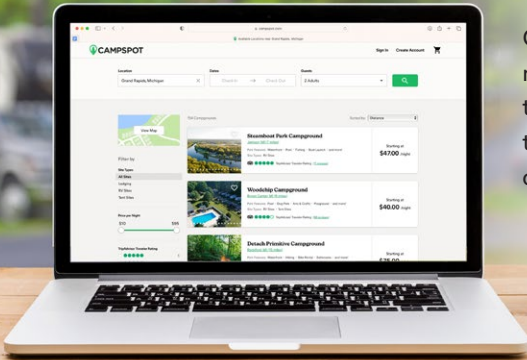


# Camping OTA Tips and Tricks

AN EXCLUSIVE SUPPLEMENT TO THE CAMSPOT OUTDOOR ALMANAC



Online travel agencies and marketplaces (OTAs) leverage their national marketing influence to help campgrounds reach new campers across the country.

THE CAMSPOT MARKETPLACE IS THE LARGEST CAMPING OTA

**200K**

bookable campsites

**2,000**

campgrounds

**550K+**

app downloads

**7M+**

site visits in 2022

## Campspot Marketplace NATIONAL MARKETING CHANNELS



Email



Digital Advertising



Social Media



Organic Search Optimization



Print Advertising



App Store Optimization

**92%**

of campers who book on Campspot Marketplace book at a campground they've never stayed at before

**30%**

go on to book directly with the park after discovering it on Campspot Marketplace

The stats above demonstrate the power of an OTA, but how do you make sure you stand out and show up in the right way? There's more to it than simply listing your campground on a search engine. Any marketing channel you use, including OTAs, should maintain a consistent presentation of your park across all channels. When you list on an OTA, things like photography, park descriptions, and consistency of brand are important. How do you show up as your best self online to attract those new campers and turn them into personal fans of your park?

# 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.

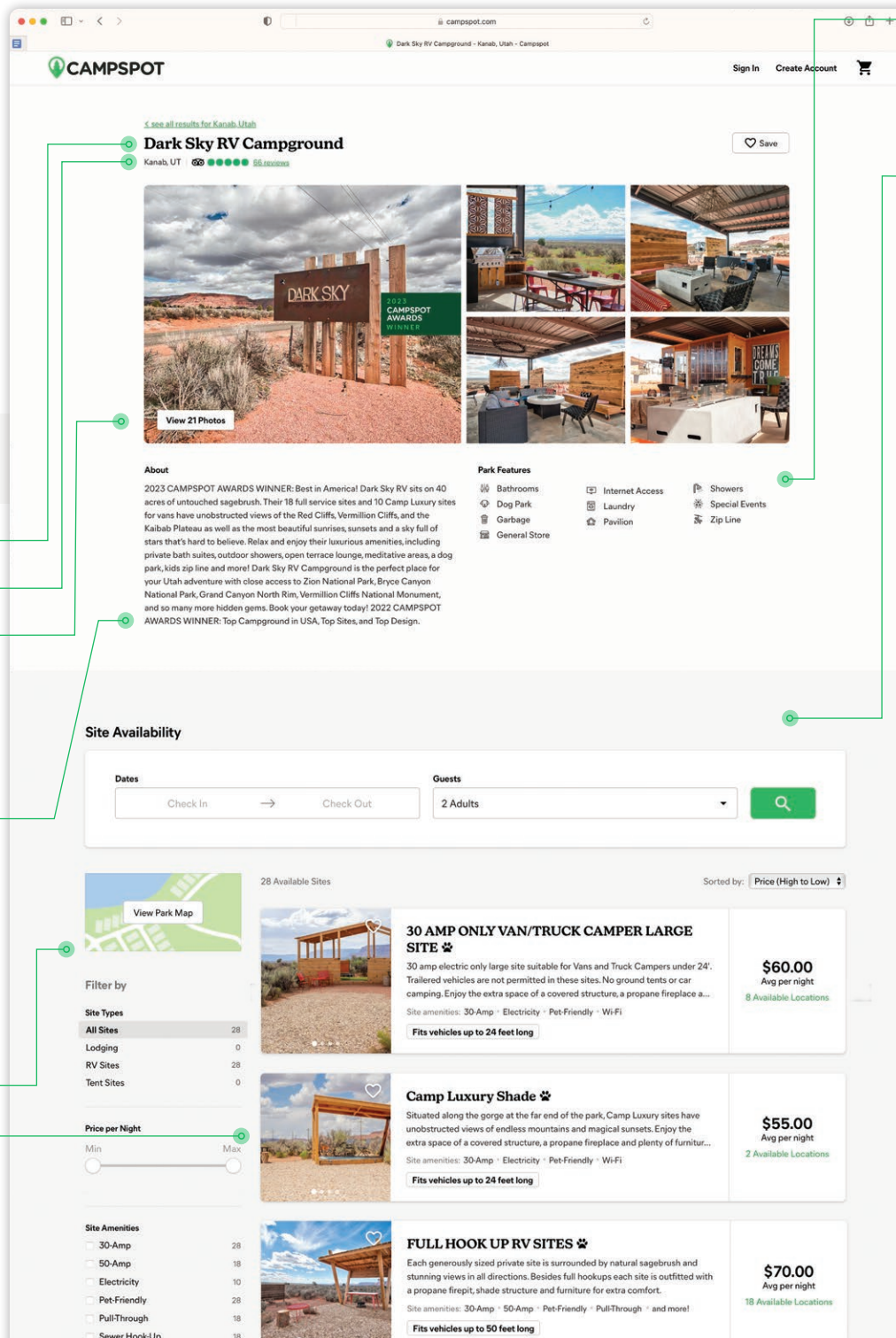
**Descriptive Text**

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.

High-quality photography can be intimidating to achieve, but it really comes down to the clarity of the image. When a photo is taken with higher concentrations of pixels, the image is more detailed and defined and looks crisp—just like you're seeing the visual in real life. Luckily, you don't have to be a professional photographer to capture professional-looking photos of your campground. Here are some tips to capture clear, crisp, high-quality images.



**Photography Dos**

### Allow Room to Crop

Don't get so caught up in the details that you forget to take a step back. Including more background space allows for future straightening, cropping, or focus in the editing process.

### Take Horizontal Landscape Photos

For the marketplace, web, and social media, it is ideal to think in terms of horizontal images. The wide angle can easily be cropped as needed.

### Have a Focal Point

Use your smart phone's features to lock focus on your intended subject to ensure optimal clarity.

## CAMPSPOT MARKETPLACE PHOTOGRAPHY SPECS

**JPEG** Recommended File Format

**1540px x 1250px** Recommended File Size

**20%** Recommended Export Quality

\*Photoshop is preferred but not necessary!



**Photography Don'ts**

### Buy a Fancy Camera

Technology has come a long way and great photos can also be captured on quality smartphones! Don't be intimidated to explore and capture your park with what resources you have.

### Use Large Photos

High-quality photos are a combination of size and resolution. Large files slow website loading speed. It's important to compress photos without losing quality. One of the best resources for this is with [tinypng.com](https://tinypng.com).

### Take Photos in Harsh Light or Dramatic Shadows

Brighter is better! Right? Contrary to popular belief, mornings and evenings present the best time of day for shooting. The light is more natural and the shadows are less dramatic. Even overcast, cloudy days can be a great time to capture footage.

PS—Don't forget that quality photos are your biggest marketing tool and provide the greatest leverage over your competition.



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