

The Guest Simulator

CAMPSITE 360 · CAMPGROUND OWNER SERIES

The Guest Simulator

Walk through the exact journey a first-time guest takes when they find your park online. Most owners have never done this. The ones who have never look at their park the same way again.

20 minutes · Do this now

BEFORE YOU START — OPEN THESE RIGHT NOW

An incognito browser tab	Your phone (do half the exercise on mobile)
A notepad or the space below each step	20 uninterrupted minutes

YOUR PERSONA FOR THIS EXERCISE

Name	Tom & Sarah Murphy — two kids (ages 7 and 11)
Rig	32-ft travel trailer · Full hookups needed
Experience	Camped a handful of times — not experts
Needs	Hookups, playground, space for kids, clean shower
Urgency	Comparing 3–4 parks tonight — will book before the weekend

Step 1

2 min

The Search

Tom types "[your region/town] RV park" into Google. Your park appears. He sees your listing thumbnail, your star rating, and 2 lines of text before deciding whether to click.

- What is the first photo visible in your Google listing? Does it show an RV site?
- What does your star rating and review count look like relative to nearby competitors?
- Does your listing answer Tom's first question: "will a 32-ft trailer fit here?"

Notes:

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Step 2

4 min

The Website — First 10 Seconds

Tom clicks through to your website. He has no patience and Sarah is looking over his shoulder. In 10 seconds, they're either scrolling down or hitting back.

- What is above the fold? Is there a compelling photo of an actual site?
- Can Sarah find photos that look like what their trailer would park in within 10 seconds?
- Is the site easy to navigate on a phone? (Switch to your phone now.)
- Does the site feel current, or does it look like it hasn't been touched in 3 years?

Notes:

Step 3

4 min

The Three Questions

Tom's looking for three things. He won't call to ask — he'll just move on if he can't find them.

- What does the park look like? — Are there enough photos? Do any show full hookup sites for a 32-ft trailer?
- What's available for our dates? — How many clicks does it take to see availability?
- What does it actually cost? — Is pricing visible without starting a booking?
- The 11-year-old asks: "Is there a playground?" — Can Sarah find that in under 20 seconds?

Notes:

Step 4

5 min

The Booking Attempt

Tom decides to try booking. He clicks your "Reserve Now" button. Time how long it takes from that click to a confirmed reservation — and note every moment of friction.

- How many clicks and form fields before Tom sees available sites?
- Does the booking system show photos of the actual site — or just a category?
- Does the final price match what was shown earlier — or do fees appear at checkout?
- At any point, does Tom hit a wall of confusion that would cause him to abandon?

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Notes:

Step 5

5 min

The Gut Check

Tom and Sarah close your site and open a competitor's. They're comparing. 5 minutes from now, one park gets the booking.

- Based on what you saw — would the Murphy family book your park? Be honest.
- What is the single biggest thing that would have caused them to move on?
- What is the one thing your park showed them that a competitor probably didn't?
- If they booked and arrived — would the park match what they saw online?

Notes:

What most owners discover

3–5

Specific friction points found in first 60 seconds

0

RV-specific site photos on most park homepages

7–12

Average clicks to complete a booking

1 thing

Usually all it takes to fix the biggest gap