

# Know Your Guest

CAMPSITE 360 · CAMPGROUND OWNER SERIES

## Know Your Guest

The parks that attract the most loyal, highest-value guests aren't trying to appeal to everyone. They know exactly who they serve — and they make that unmistakably clear online.

### Why this matters

A park that tried to attract everyone ended up attracting a family who needed space and quiet — but the park served a social weekend crowd. The photos looked impressive. The reviews were solid. But the mismatch cost them a negative review and a refund. The problem wasn't the park. It was that nothing online told the wrong guests they were the wrong guests.

YOUR RIGHT-FIT GUEST	YOUR WRONG-FIT GUEST
<p>What type of traveler books and loves your park?</p> <p>Notes:</p>	<p>What type of guest arrives disappointed?</p> <p>Notes:</p>
<p>What do they always say in positive reviews?</p> <p>Notes:</p>	<p>What do negative reviews tend to complain about?</p> <p>Notes:</p>
<p>What brings them back year after year?</p> <p>Notes:</p>	<p>What expectation can you not meet?</p> <p>Notes:</p>

### Build the Full Picture

Who travels with your ideal guest?

Solo, couple, family with kids, multi-generational, group?

What rig do they typically drive?

Class A/B/C, fifth wheel, travel trailer, tent, cabin?

How long do they typically stay?

One night, weekend, week, extended stay?

What are they primarily looking for?

Peace and quiet, social atmosphere, outdoor activities, amenities?

## Know Your Guest

What's the one thing your regulars always mention?

The thing they'd tell a friend about your park.

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What does your park do better than anyone nearby?

Be specific — not "great service" but what specifically.

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### Your Park's One-Paragraph Identity

Use your answers above to fill in the blanks. This paragraph belongs on your website, in your booking listing, and in your social bio. It should feel honest — not aspirational.

*[Park name]* is built for \_\_\_\_\_ who want \_\_\_\_\_. Our guests typically arrive in \_\_\_\_\_ and stay for \_\_\_\_\_. What they love most is \_\_\_\_\_. We are not the right fit for guests looking for \_\_\_\_\_ — but if \_\_\_\_\_, you'll fit right in.

#### TEST YOUR PARAGRAPH — IT'S WORKING IF:

- A first-time visitor reading it would immediately know whether your park is right for them
- A regular guest reading it would say "yes, that's exactly us"
- It makes clear who your park isn't for — without being off-putting to the right guest
- It includes at least one specific detail that couldn't apply to any other park in your region
- You'd be comfortable a wrong-fit guest reading it and deciding not to book

#### Want the full framework?

The Digital Presence & Guest Attraction ebook covers how to translate your guest identity into photos, social content, and booking listings that filter the wrong guests out — and bring the right ones in.