

The Campground Shot List

CAMPSITE 360 · CAMPGROUND OWNER SERIES

The Campground Shot List

Hand this to anyone with a phone. 40 specific shots — organized by area — that give guests the visual confidence to book without hesitation.

HOW TO USE THIS LIST

- 1 Pick your light**
Early morning or 2 hours before sunset. Good light costs nothing.
- 2 Walk section by section**
Work through each category in order with this list in hand.
- 3 Date every photo**
Add "Updated [Month Year]" to every photo you upload.

<p>MUST-HAVE</p> <p>Take these first — they're the shots guests base booking decisions on</p>	<p>GOLDEN HOUR</p> <p>Best taken in early morning or late afternoon light</p>	<p>ANYTIME</p> <p>Any decent lighting works</p>
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Arrival & First Impression

6 shots

- Entrance sign — straight on** **MUST-HAVE**

Clean lens, both sides of sign visible, no cars in frame if possible.
- Entrance road — from driver's seat perspective** **MUST-HAVE**

Guests want to visualize pulling in. Shoot from low, inside a car or at bumper height.
- Check-in office — exterior** **MUST-HAVE**

Shows guests where they're headed. Include signage and any welcoming details.
- Check-in office — interior** **ANYTIME**

Even a simple, clean office builds confidence. Shows guests it's staffed and welcoming.
- Park overview — wide aerial or elevated** **GOLDEN HOUR**

Climb a small rise or use a second-floor vantage point. Shows layout and scale better than anything.
- Park map or site directory board** **ANYTIME**

Guests study these online. A clean, legible map photo reduces arrival anxiety significantly.

RV Sites — The Most Important Category

12 shots

- Pull-through site — arrival angle** **MUST-HAVE**

Stand at the entrance of the site and shoot forward. This is exactly how guests visualize pulling in.

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<p>Back-in site — from the road</p> <p>Show how much room exists for maneuvering. Spacing matters enormously to RVers.</p>	MUST-HAVE
<p>Hookup close-up (electric, water, sewer)</p> <p>Shoot the pedestal clearly. Show amp service (30/50). This is a decision-making detail guests search for.</p>	MUST-HAVE
<p>Fire ring and picnic table setup</p> <p>Arrange chairs around the fire ring before shooting. Guests are buying a lifestyle, not just a parking spot.</p>	GOLDEN HOUR
<p>Wooded site with shade canopy</p> <p>Shoot late morning when light filters through. Show the full depth of shade available.</p>	GOLDEN HOUR
<p>Open/sunny site — full width visible</p> <p>For guests who prefer sun. Stand far enough back that the full site pad is visible.</p>	ANYTIME
<p>Waterfront or premium site</p> <p>Your best asset. Shoot it like a hero image. This is the photo that justifies premium pricing.</p>	GOLDEN HOUR
<p>Site spacing — shot showing neighbor distance</p> <p>Stand between two sites and shoot sideways. Shows privacy level honestly — don't hide tight spacing.</p>	MUST-HAVE
<p>Pad surface — gravel, concrete, or grass</p> <p>A close shot of the pad surface. Guests want to know what they're leveling on.</p>	ANYTIME
<p>Site with a rig parked in it (if possible)</p> <p>Ask a willing guest if you can photograph their rig in the site. Scale becomes immediately real.</p>	MUST-HAVE
<p>View from inside the site looking out</p> <p>Stand where the door of the RV would be and shoot the view. This is what guests wake up to.</p>	GOLDEN HOUR
<p>Site number marker — clearly visible</p> <p>Guests booking specific sites need to confirm they found the right one.</p>	ANYTIME
<p>Bathhouses & Restrooms</p>	5 shots
<p>Bathroom exterior — both sides visible</p> <p>Shows guests what to look for when they arrive. Clean exterior = clean interior in guests' minds.</p>	MUST-HAVE
<p>Shower interior — clean and well-lit</p> <p>The single most-asked-about amenity. A clean, well-lit shower photo eliminates a major booking hesitation.</p>	MUST-HAVE
<p>Vanity / sink area</p> <p>Shows cleanliness standard. Include counter space detail — guests traveling with families want to see this.</p>	ANYTIME
<p>Laundry room (if applicable)</p> <p>Show the machines, folding area, and that it's clean. Full-timers consider this essential.</p>	ANYTIME
<p>Proximity sign — "Bathroom: 200 ft" or similar</p> <p>If you have distance markers, photograph them. Guests with limited mobility or kids care about this.</p>	ANYTIME
<p>Amenities & Common Areas</p>	10 shots

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Pool or swimming area — wide shot

MUST-HAVE

Shoot from the far end to show full size. Include pool furniture if available. Avoid shots with no water or maintenance equipment.

Playground — full equipment visible

MUST-HAVE

Show scale by including a child playing (with permission). Families make decisions based on playground quality.

Camp store or office interior

ANYTIME

Even a small store feels like a comfort to arriving guests. Shoot it organized and stocked.

Dog run or pet area (if applicable)

ANYTIME

Pet owners research this obsessively. A fenced dog run in a photo can be a booking decision on its own.

Rec room or common area

ANYTIME

Show the space as guests would use it — games out, seating arranged. Not empty and fluorescent-lit.

Fishing pier, boat launch, or waterfront access

GOLDEN HOUR

Water access is a premium feature. Shoot from water level looking back toward the park if possible.

Walking trails or nature paths

GOLDEN HOUR

Shoot down the trail from the entrance — depth creates intrigue. Include any signage or trail markers.

Dump station — clearly marked and accessible

ANYTIME

Full-timers and long-stay guests check for this. A clean, accessible dump station is a trust signal.

EV charging (if available)

MUST-HAVE

Growing segment. If you have it, show it clearly. Label the amp service in the caption.

Event space, pavilion, or group fire pit

ANYTIME

Show it set up as if an event is about to happen. Empty structures look like liabilities.

Atmosphere & Vibe

7 shots

Campfire at dusk — long exposure or iPhone night mode

GOLDEN HOUR

The single most emotionally powerful campground photo. Set chairs around it. Keep it real, not staged.

Guests enjoying the park — candid (with permission)

MUST-HAVE

A family on their site, kids on bikes, neighbors chatting. Real moments sell better than empty scenery.

Sunrise or sunset over the park

GOLDEN HOUR

Set an alarm. One golden-hour wide shot transforms your entire photo library.

Seasonal beauty — fall color, spring bloom, snow

GOLDEN HOUR

Shoot at every season change. Guests planning ahead want to know what your park looks like when they'll arrive.

Weekend event in progress

ANYTIME

Live music, potluck, holiday decorations. Shows the social energy of your park — attracts the right guests.

The team — owners, staff, or hosts

MUST-HAVE

Guests book from people they feel they can trust. A real photo of you and your team is more powerful than any amenity shot.

The Campground Shot List

Your park's most unique or unexpected feature

MUST-HAVE

The thing regulars always mention. The view, the giant oak tree, the quirky painted fence. Show your personality.

Pro tip: date every photo you publish

Add "Updated [Month Year]" as a caption to every photo after your shoot. It sounds simple — but guests respond to it immediately. It signals that someone cares enough to keep the listing current, and it removes the single biggest source of booking hesitation: uncertainty about whether what they're seeing still exists.