

Revenue You're Leaving on the Table

CAMPSITE 360 · CAMPGROUND OWNER SERIES

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A short worksheet that shows you exactly what better digital transparency is worth — in real dollars — for your specific park.

<h3>90%+</h3> <p>of guests will pay a \$50 site-lock fee to guarantee the exact site they've seen</p>	<h3>\$30</h3> <p>more per reservation when booking through virtual tour-linked sites</p>	<h3>+10%</h3> <p>longer average stays when guests arrive already confident in what to expect</p>
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Step 1 — Enter Your Park's Baseline Numbers

Use your last full operating year. Round numbers are fine — this is a directional exercise, not an accounting report.

METRIC	WHERE TO FIND IT	FILL IN HERE
Total bookable sites	Your reservation system dashboard	e.g. 85
Average nightly rate (all site types)	Total site revenue ÷ total nights booked	e.g. \$58
Average stay length (nights)	Total nights booked ÷ total reservations	e.g. 2.4 nights
Annual occupancy rate	Nights booked ÷ nights available × 100	e.g. 62%
Total annual reservations	From your reservation system	e.g. 1,200

Step 2 — See What Small Improvements Are Worth

Use your numbers above to fill in the scenarios below. The math is simple — the results usually aren't.

SCENARIO	WHAT CHANGES	CALCULATION	EST. ANNUAL IMPACT
Better site photos	+0.5 night avg stay length	Reservations × avg rate × 0.5	\$_____

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Site-lock fee option	\$50 fee on 90% of bookings	Reservations × 0.90 × \$50	\$ _____
Improved booking flow	+5% occupancy rate	Sites × 365 × rate × 0.05	\$ _____
All three combined	Photos + site lock + booking fix	Add the three rows above	\$ _____

WHY STAY LENGTH MATTERS MOST

A guest who books 3 nights instead of 2 is worth 50% more revenue at zero additional acquisition cost. Visual transparency is the primary driver of longer upfront bookings — guests who can see exactly what they're getting arrive already committed to the full experience.

THE UNCERTAINTY PREMIUM

When guests can't see what they're booking, they hedge. One or two nights, conservative site choice, shorter commitment. When they can see exactly what they're getting, that certainty is worth real money. One campground we work with found guests paid \$30 more per stay without complaint.

Want the full calculation?

The Campsite 360 Revenue Calculator on our website runs all of this automatically with your numbers — and models the impact of virtual tours, site-lock pricing, and booking flow improvements together. Free at campsite360.com.