

# Increase Bookings & Reduce Inbound Calls

## with Campground Virtual Tours

It's simple...  
the more information campers have, the more likely they are to book at your park.

The immersive virtual experience our technology offers is hands-down the most effective way to give campers the information they are looking for, while also making them feel comfortable and familiar with your park.

They will even "visit" you regularly just to "drive around" and find their own answers to their questions, eliminating the need to call and take up your resources.

Check out these actual results!

# 244%

increase in online reservations

Natural Springs Resort

# 40%

drop in call volume

Natural Springs Resort

# 2x

the average length of stay

Bakersfield River Run RV Park

Set up your free consultation today!

Visit [www.campgroundviews.com/easier-bookings](http://www.campgroundviews.com/easier-bookings)

or contact: Mark Koep mark@campgroundviews.com

## What is a Campground Virtual Tour?

A professional interactive 360° virtual video of your campsite, that can be easily embedded in your website and booking engine.



Viewer "drives" through your park, clicks on a site they like and an info window pops up with a button to go directly to your booking page!

Learn more and see this amazing technology in action for yourself!

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## QUESTIONS WE HEAR FROM ARIZONA CAMPGROUNDS

Q: How is this being paid for?

A: Arizona has a robust grant program for tourism related categories. The state, very smartly compared to others, decided to allocate a significant portion of the American Recovery Funds to bolster this program. Their logic is that travel in general and outdoor travel specifically (ie you) have been disproportionately impacted by COVID. Their goal is to help you by investing in technologies and tools that you would not normally be aware of, or investing in, to help your operations and business.

Q: Is this really free for my park?

A: If your park is under or right around 200 sites, yes this is completely free. For some of the bigger parks we will charge a nominal additional production fee simply due to the extra work involved for such large parks. The production and hosting is included for the first year. After year 1, to use the tours in your marketing materials, you will need to pay the hosting fee (nominal amount)

Q: I already have images and video of our park. What's different about this?

A: Campground Virtual Tours are next-generation, allowing potential visitors to tour your park and individual campsites in 360 using a special viewer we've developed. This is a game-changer that lets tech-savvy campers get a realistic sneak peek before booking. The results are impressive: massive increases in direct Internet booking, higher occupancy and longer stays, fewer "tire-kicker" phone calls. See the above for real stories from client parks.

Q: What's your track record with these videos?

A: CampgroundViews has been around for 12 years, Our founder, Mark Koep is an industry leader on all things technology in the campground industry. This technology was developed in conjunction with numerous RV parks and campgrounds across the United States including work for Ocean Lakes Family Campground, KOA Corporation and Franchisees, California State Parks, and Recreation.gov Since launching our 360 videos, our team has produced 800 videos, gotten 2M+ page views, and generated hundreds of thousands in additional revenue for client parks

Q: What does it normally cost to film a 360-video of my park?

A: That depends! Our staff needs to gather some key pieces of information about your park including the size, number of loops, sites, paved vs unpaved roads, other features to be filmed. Using our formulas, we can give you a price and also estimate the hosting cost. In general quotes have ranged from \$2500 for really small parks up to \$45,000 for very large multi-park properties.

Q: *If you shoot a 360-video of my campground, do I own the video afterward?*

A: You have unlimited rights to re-use and embed the videos anywhere you want during the first year, though the content will be technically owned by the State of Arizona and hosted by CampgroundViews. After the first year you will be responsible for paying the hosting fee to continue to use the tours (by then you will know that the value far exceeds the nominal hosting fee).

Q: *I already have website hosting, why do I have to pay you to host the video?*

A: Your 360-video is optimally viewed using our proprietary technology that enables visitors to view and manipulate the 360 view. Since our servers host the viewer technology, you must pay our separate hosting fee which also covers the (not insignificant) bandwidth required to stream video.

Q: *How does this work?*

A: We have filmed over 1,000 parks to date and are in direct feedback with the general camping public. We know what they want and what will help you the most. Our videography team will watch the weather and make sure we visit on a good day. They will check in at your office to let you know they are onsite and then begin their work. They will already know what they are filming and how. You do not need to do anything in this regard.

Q: *Is there anything I need to do?*

A: Yes. We will send you an excel spreadsheet to enter your site information. It takes 15 minutes and ensures our info boxes properly highlight your property.

Mark Koep

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[www.CampgroundViews.com](http://www.CampgroundViews.com)

<https://www.campgroundviews.com/arizona-free-opportunity/>