



2025

# Outdoor Reservation Software Vendor Comparison Guide

How to determine the best vendor fit  
for your outdoor property





# Top 5 Vendors for Outdoor Properties

Choosing the right property management platform can significantly impact the success of your outdoor property. But in a rapidly growing industry (expected to reach \$41.7 billion by 2027), it can be challenging to sift through all the technology options and find the perfect fit for your property – whether a campground, RV park, or glamping site.

Ultimately, the right platform should streamline and simplify your operations. From the feature set and pricing to onboarding timeframes, ongoing support, and more, the technology vendor you partner with is one of the most critical business decisions you can make.

This competitor guide aims to simplify your decision-making process by providing an in-depth comparison of five major players in the outdoor hospitality space. By highlighting each player's strengths and potential weaknesses, we hope to empower you to make an informed choice that best aligns with your property's goals.



Gold Coast Holiday Park



# What's in This Guide?

**This guide provides side-by-side comparisons of the following reservation management software vendors.**

- Campspot
- Firefly Reservations
- NewBook
- ResNexus
- RMS

**Each section will examine how the vendors stack up when considering different key elements of reservation software.**

- Training & Support
- Contract & Pricing Options
- OTA Channel Management
- Integrations & Credit Card Processing
- Onboarding
- Marketing Features & Communication Tools
- Mobile Check-In & Check-Out
- Property Reservation Options
- Customer Reviews



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# Training & Support

Ensuring smooth & efficient operation of your outdoor hospitality business



## Training

Depending on your current operations, dynamic reservation software may be a new concept for you or your employees. Comprehensive training and continuous education can help everyone make the most of the software – including fully utilizing the capabilities of the software. When your team is trained thoroughly, you have more efficient reservation processes, better guest communication, and you can make the most of the tools at your disposal. Look for vendor partners that offer

- Personalized Onboarding & Training
- Ongoing Self-directed Training Courses
- Help Center
- Video Training Options
- Additional Resources



## Support

Ongoing support is essential for addressing any issues or questions that arise during the day-to-day use of the platform. Reliable and responsive customer service can quickly resolve technical problems, minimizing downtime and preventing disruptions to your operations. This is particularly important in the hospitality industry, where guest satisfaction and operational efficiency are the name of the game. When evaluating your software service provider options, consider the following.

- What support comes with the reservation software?
- What channels or options do I have to contact the support team?
- How quickly will I get a response to my questions
- Are there fees associated with customer support for the software?

# Comparing Training & Support Processes

<b>Campspot</b>	Self-guided training course, support via email Mon - Fri 8am-6pm EST, LinkedIn certification program following self-guided training, demo training environment, detailed FAQ section
<b>Firefly</b>	Basic training from the implementation team once you're live, and then access to tech support via email or call Mon-Fri 9am-6pm CT
<b>NewBook</b>	24/7 support, 24/7 self-paced training with tutorial video series
<b>ResNexus</b>	Phone and email support via dedicated support lines; support hours Mon-Fri 7 am-5 pm MST and Saturday 7am-3 pm MST. ResNexus Academy of virtual and in-person training sessions, as well as an online portal of resources
<b>RMS</b>	Training videos/programs, free 24/7 live support, personalized onboarding, dedicated account managers, and demo training environment for practice. Ongoing client training webinars. RMS University houses interactive resources for current and new RMS features and functions to get the most out of your solution

# Contracts & Pricing

Getting the most value for your investment

## Contract Types

When selecting a reservation management technology solution for your property, consider the contract types and pricing structures carefully. These elements directly impact your budgeting and financial planning by defining how costs are incurred – whether through subscriptions, commissions, or transaction-based fees. Understanding these models helps you estimate expenses accurately and choose a solution that aligns with your financial and growth goals. Additionally, contract terms influence your scalability, determining whether the solution can flexibly accommodate seasonal variations or business expansion.

## Pricing

Assessing included features, customization options, and support levels outlined in different pricing tiers ensures the chosen solution meets your operational needs. It also lessens the risk associated with unexpected costs, inadequate support, or platform limitations. The best software service providers should have implementation specialists who will personally walk you through the payment structure and the data migration process without any hidden surprises. You get what you pay for, so make sure it's what you actually want.



Summerstar Tourist Park

# Comparing Contract, Billing Cycle & Pricing Information

Campspot	<ul style="list-style-type: none"> <li>No subscription or startup fees. A \$100/month fee if properties don't go live within 60 days of signing on unless you communicate a need to delay. Month-to-month contracts with 30-day notice. \$3/online reservation, 10% commission on reservations booked through an online marketplace, 2.5% credit card processing fee</li> <li>Billing cycle: monthly invoices for the previous month's activity, incurring once the first reservation is made. Auto-pay options available</li> </ul>
Firefly	<ul style="list-style-type: none"> <li>No setup fees or contracts. \$3.50/reservation. Additional costs for plan add-ons like SMS messaging, Airbnb integration and Inex Tech Gate integration.</li> <li>Billing cycle: first payment due immediately at time of subscription, and billing cycle is monthly</li> </ul>
NewBook	<ul style="list-style-type: none"> <li>Monthly subscription with a modular system; base pricing anywhere between \$150-\$1000/month. \$0.90/reservation fee or \$1.80 if booked through other channels. 1-year contract is typical and billed on a quarterly cycle. Mandates all clients keep their investment confidential at all times or else risk contract termination.</li> <li>Billing cycle: commences immediately upon signing the agreement, regardless of whether the system is used for training, setup or live business use. Option to shift first bill to align with go-live date, but requires additional conversation.</li> </ul>
ResNexus	<ul style="list-style-type: none"> <li>No contracts or fee/reservation; month-by-month service at a flat monthly rate ranging \$219.70-\$286/subscription. One-time startup fee starting at \$99 for OTA integration. Price match guarantee to current PMS based on features and services; lifetime guarantee that cost of service and website will never increase.</li> <li>Billing cycle: Payments processed monthly, starting from the initial subscription date. Many customers use the free trial at the start so that there's no payment until 30 days, which typically covers set up/training</li> </ul>
RMS	<ul style="list-style-type: none"> <li>\$3.00 per site (includes support) per month. 36-month agreement with cancellation for any reason in the first 12 months with no commitment. \$4,500 one-time implementation fee includes 9 one-hour training sessions. \$1.00 transaction fee for online reservation with option for client to charge guest any amount for this fee (revenue opportunity).</li> <li>Billing cycle: setup fee invoiced upon agreement signing; subscription fees invoiced 8 weeks after signing, or when property goes live</li> </ul>

Pricing quoted in USD - estimated costs only, please contact each vendor for a formal quote.



# OTA Channel Management

Connecting your software through channel management

## Real-Time Updates and Direct Bookings

Online travel agencies (OTAs) can help you reach more potential campers than traditional means alone. The right reservation system should have the most popular OTA integrations that show accurate pricing and booking details in real-time across all of your chosen channels. OTA integrations help eliminate the chance of outdated availability or rate information and booking mistakes. Streamlined channel management through reservation management software can also help improve your property's reputation as reliable and efficient.

Additionally, many OTA website visitors click through to campground or RV park websites to research the property before making a reservation. Also called the billboard effect, this phenomenon increases direct bookings on your website — especially if your website has a “Book Now” feature directly on your website's home page.

## Seamless Management

With the right software, data from your OTA channel management is directly fed into your reservation platform, allowing you to gain further insight into your visitors' reservation habits. This insight can allow you to target your marketing efforts, personalize the guest experience, and increase revenue by enhancing your reputation for reliable reservation processes.



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# Comparing OTA Channel Management Information

Campspot	Campspot Marketplace, Booking.com, Airbnb, BnBerry (Airbnb & VRBO). Dynamic Pricing rules passed through OTAs
Firefly	Automatically connects to ReserveAmerica, the OTA associated with its parent company, Aspira. Also integrates with RVParky and Airbnb
NewBook	Built-in channel manager. Uses 3rd party channel managers Bookeasy, Netroomz, Resonline and Siteminder to connect to Airbnb, Vrbo and more. Integrates with Google Hotel Ads
ResNexus	Booking.com, Expedia, Airbnb (Preferred Software Vendor status), Tripadvisor, Spot2Nite, The Dyrt, Glamping Hub, HipCamp, and BookOutdoors
RMS	Native Channel Manager that enables direct connection to 50+ OTAs and the GDS, including inventory and rates. Top OTAs, including Google Hotel Ads, Airbnb, and booking.com, as well as party channel managers D-Edge, Hotel Link, Resonline and Siteminder. Includes a Dynamic pricing tool



# Integrations & Credit Card Processing

Extending your tech stack and payment processing options

## Integrations

When your data flows from one application to another, you'll have a complete picture of your business and a foundation for growth. Having one central location to access everything you need also saves you and your staff time, as you won't have to jump from application to application or keep track of multiple login credentials. Some key integration functionalities to look for in the best reservation software include

- **Accounting Platforms**
- **Communication Providers**
- **Point of Sale Solutions**
- **Payment Processing**

## Payment Options

Integrations with payment processors are vital for enhancing the capabilities and reporting value of a reservation system. Multiple payment options give your campers the freedom to pay on their own terms, and by integrating with reservation software, you can discover the preferred ways your guests pay for their stay, which can aid in your marketing and communication efforts.

However, it's crucial that all online payment options are secure. Responsible software service providers will meet the Payment Card Industry Data Security Standard (PCI DSS) and employ additional security measures, such as end-to-end encryption



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# Comparing Integrations & Credit Card Processing Options

Campspot	Ingenico and Clover Flex credit card terminals
Firefly	Payment processor partner integrations with BASYS, Stripe, BridgePay, Clover Connect
NewBook	NewBook Payments Gateway integration, EFTPOS
ResNexus	Credit card processing by way of a payment gateway like PayPal
RMS	Embedded payment solution with RMS Pay Robust payment integration variety, including Shift4, BridgePay, OpenEdge, Stripe, Braintree, Elavon and Windcave



# Onboarding Timeframes

Getting up and running as effectively & efficiently as possible

## Efficiency and Accurate Planning

An efficient onboarding period is essential when implementing your property's reservation management system. It minimizes operational disruptions, ensuring your team quickly adapts without downtime. This enhances productivity by streamlining booking management, guest communication, and reporting. It also improves the guest experience with faster bookings and more accurate information.

To ensure things go smoothly, look for a vendor partner that has a comprehensive onboarding process incorporating data migration, personalized setup, training, and opportunities for feedback for continuous improvement. Ideally, the formal onboarding process should take a few weeks to allow your team to plan accordingly. The onboarding process should end with you and your staff fully prepared and excited to use your platform's new tools and features.



Southend Tourist Park



# Comparing Onboarding Timelines

Campspot	30-60-day average for new customers. Timeframe varies depending on the complexity of the property, campground size, and extent of required customization
Firefly	Can be up and running as soon as you have rates inputted for sites – as little as 1 hour, no training or personalized onboarding
NewBook	Average 3 weeks: 1 week for data migration, 1 week for account setup, and 1 week of training
ResNexus	Typically 1-3 weeks for new customers, depending on the property’s needs, number of spots, and any required customization.
RMS	Average 3 weeks, depending on availability of the client. Clients can commit to as little or as many sessions per week for 9 in-depth onboarding/training sessions



# Marketing Features & Communication

Reaching your guests more seamlessly

## Marketing Capabilities

Marketing capabilities are essential for a reservation management system for several reasons. Look for a solution that helps attract more guests by reaching a broader audience through automated email campaigns, social media integrations, and online channels, which drive more traffic to your website and increase bookings. Your platform's marketing functionality should also enhance guest engagement through personalized communication, targeted email campaigns, loyalty programs, and more – all encouraging repeat visits.

## Reporting

Marketing capabilities that include analytics and reporting tools provide insights into the effectiveness of your campaigns, allowing for informed decision-making, strategy refinement, and more efficient allocation of your property's marketing budget. These reports should be found alongside any financial or operational-level reporting you need for your business.





# Comparing Onboarding Timelines

Campspot	Mailchimp integration for automated email marketing; SimpleTexting integration for SMS text (\$0.04/text); website building and ability to shop add-ons during booking process; listed in Campspot directory/marketing channel
Firefly	2-way SMS through Trulio at \$0.02/text and \$15/month; email capabilities included. No website building support. Reserve America listing comes with partnership
NewBook	Email templates, marketing analytics/reporting functionality, ability to create promotions and discount codes, guest surveys and SMS text (\$16.80/month for 100 total)
ResNexus	3 complimentary marketing emails each year and then priced per package (\$179/month email marketing package, \$1,499/month ultimate digital marketing package and \$500/month Google Ads package). Cart abandonment features to help collect money by reminding guests to complete bookings. Web & SEO support available.
RMS	Unlimited 2-way SMS messaging, emails and multiple customizable marketing email templates. Can pull data from reporting to send targeted messages. Guest rewards programs. Website build & SEO support available.



# Mobile Check-In & Check-Out

Giving guests autonomy over their stay

## Self-Check-In Trends

In our most recent State of the Industry Report, we uncovered that tech capabilities that cater to all campers, such as online reservations, site selection, contactless payment, and mobile check-in and check-out, hold the most value. Campers want to be able to check in at their convenience, any time of day. A reservation system that offers mobile check-in and check-out options creates convenience for your guests and frees up time for your staff. In addition to this convenience, a reservation management system that offers mobile check-in and check-out

- Provides campers with greater flexibility
- Helps manage reservations in advance vs. the day of
- Enhances the camper experience by providing opportunities for more personalized experiences
- Enables your staff and campers to adjust reservations as needed quickly and easily



Southend Tourist Park



# Comparing Check-In & Check-Out Options

Campspot	Offers mobile check-in; online check-in available up to 24 hours before arrival; Mobile app for OTA marketplace (not for property management)
Firefly	Kiosk secured and open 24 hours/day for guests arriving after office staff is gone (5 options available: check-in, make a reservation, pay for a past stay, manage my reservation, and check out). No property management mobile app
NewBook	Offers mobile check-in and check-out; guest mobile app
ResNexus	Offers mobile check-in and check-out; guest mobile app
RMS	Contactless check-in and check-out, including customizable pre-check-in, custom contacts, document uploads, and reservation management through a Guest Portal accessed through any mobile device



# Property Reservation Options

## Specific Site Reservations

The right reservation software technology will be configured with your property in mind. You should be able to have slips, campsites, tiny homes, cabins, RVs, and more – if applicable to your property – available online for your guests to reserve. Additionally, interactive maps should be available to allow your campers and boaters to reserve an exact space at your property so they can plan accordingly. For example, campers may wish to reserve a campsite near their favorite pond or lake to create a memorable experience.



# Comparing Property Configuration Options

Campspot	Marina boat docks can be added to the back-end grid of the Campspot system the same way an RV space would
Firefly	Can include pumps/fueling on POS; cannot manage linear dock. Drag and drop reservation grid to simplify reservation grid management and allow staff to relocate campers to other sites or accommodate last-minute changes. Can also book from map
NewBook	Meter reading for marinas and can set up dynamic pricing. Can also manage other rentals like cabins and tiny homes
ResNexus	Manage pumps through POS under retail, set up with meters. Fuel can be charged to a site or a specific reservation. For 10 dock slips, would be \$2.50/month; for 100 ft. linear dock would be \$25/month
RMS	Can be used for campgrounds, marinas, state and national parks, and RV park reservations. Includes interactive property maps so guests can see and reserve an exact campsite, RV space, or slip. Works for properties with tiny homes and cabins. Smart meter integrations available, and both marinas and campgrounds can monitor pumps and meters and charge based on usage.



# Customer Reviews

Learning from properties like yours

## Customer Reviews & Testimonials

Before making a final vendor decision, it's important to look at customer reviews. They provide real-world insights into how the software performs in various scenarios, feedback on performance and reliability, and insight into feature effectiveness. Reviews often also cover the system's user-friendliness, which can help you determine if your team can easily adopt and use the technology efficiently at your property.

Customers also frequently comment on whether they believe the software offers good value for the investment. This can help you gauge whether the pricing is justified by the features and benefits provided. Look for a potential partner with a proven track record of success and happy customers. Review popular sites like Capterra, Software Advice and Google to get a better sense of the reviews. Don't forget to check out the vendor's specific website to read available testimonials.



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# Comparing Online Reviews

Campspot	<p><b>Pros:</b> Easy to manage bookings, integrations, user-friendly, customer service</p> <p><b>Cons:</b> Not small campground-friendly due to increased costs, reporting difficult to customize*</p>
Firefly	<p><b>Pros:</b> Easy to use, customer service/communication</p> <p><b>Cons:</b> Lack of specific integrations, clunky and buggy, expensive*</p>
NewBook	<p><b>Pros:</b> Continuous improvement/platform innovation, dedicated support team, robust functionality</p> <p><b>Cons:</b> Complex platform can be difficult to use, limited direct OTA connectivity, complicated to use*</p>
ResNexus	<p><b>Pros:</b> Coaching from the support team, Direct Connect feature and e-signature policies, OTA integrations</p> <p><b>Cons:</b> Advertised 24/7 customer service isn't accurate (cannot reach on weekends), cost of software*</p>
RMS	<p><b>Pros:</b> Ease of use, being able to access it anywhere in the world at any time, feature rich and continuously innovating, fantastic support team (both on technical and non-technical needs), reliable, accurate data, robust reporting</p> <p><b>Cons:</b> System is highly configurable so requires initial set up time</p>



# Innovative Cloud Technology for Campgrounds & Parks

Choosing the right solution makes all the difference

## What Makes RMS Unique?

There are plenty of reservation management solutions out there, but what makes RMS stand out in the crowd? With 40+ years of software development, our flexible and scalable cloud-based software is specifically designed to fit the needs of any size outdoor property. Run your property with ease and efficiency, all from one central location. With guest experience tools and reliable support, you can scale your business while helping your guests make the most of their reservations every time.

## What Makes RMS Unique?

- Contactless check-in
- 500+ OTAs and partners, including hundreds of integrations specifically for outdoor properties
- Built-in guest marketing tools
- Rate & revenue management tools
- Interactive map booking
- Advanced reporting tools, including tools to support multi-property management
- Countless support and ongoing education resources, including free 24/7 customer support
- Highly configurable software to meet unique property needs



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