RMS

The Ultimate Communication Guide for Park Owners

You and your staff work hard to maintain a beautiful property and enjoyable experience for your campers. A large part of that effort is in building a connection with your guests. Communication is vital to ensuring your campers' have the best experience possible; from the moment they check-in to continued engagement after their stay.

With today's technology, you can step up your marketing efforts through relevant, personalized email marketing and online communications to drive new campers to your property while building a positive relationship with existing guests.

In this guide, we'll dive further into using proactive, personalized communication to strengthen your marketing efforts, as well as provide top marketing tips and email templates to help you along the way.
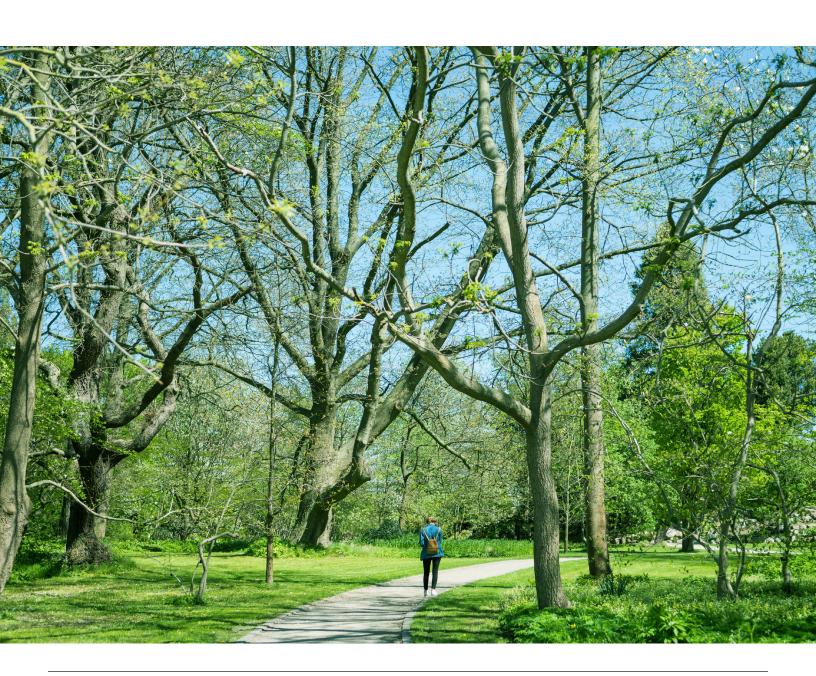
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How Engagement Can Improve Your Outdoor Property

Relationship building is essential for retention and loyalty among your customers.

To build a strong relationship with your campers, it's important to stay in touch throughout their stay. This can be achieved through emails, direct messaging, and any other means available through your campground reservation software.

Engaging with your guests can help your Park in multiple ways. Not only will word spread about your top-notch guest support, you can also learn more about camper preferences, industry trends, and opportunities for improving your marketing strategy.

Tips for Engaging Your Audience

You can engage your audience and build camper loyalty through multiple online channels. One approach is through targeted email marketing.

Email marketing is:

- A proven method to getting a high return on investment (ROI).

- The easiest way to connect with guests(you already have their information to begin outreach!).

- Built-in to your existing technology (if you have the right reservation software).

- Crucial to turning one-time campers into repeat reservation

With an effective plan and software to support it, automated email marketing campaigns increase revenue and improve the guest experience without filling up your time with manual data entry.

Enhanced Communication With Reservation Software

When you have the right campground reservation software, an email marketing feature can make the marketing process a breeze. Some benefits include:

Automated Process

With automation, you can set it and forget it! The emails will be sent automatically based on your preset rules, giving you and your staff more time back in your day to focus on your property and your campers.

Historical Context

Most reservation software enables you to access guest records and reservation history to create email lists and personalized communications. Once you have your lists, you can choose which lists will receive what emails, allowing you to target specific guests with relevant content.

Consistent Communication

Campers can get the information they need delivered directly to their inbox. This serves two benefits: first by building your reputation with your guests by providing them useful information, and second, it opens up the opportunity for visitors to respond directly with any questions or comments, opening a clear dialogue with your guests.

Enhanced Insights

A reporting feature can pull the data from your email marketing efforts to monitor how effective your emails are, allowing you to make adjustments based on camper engagement and feedback.

Email Engagement Opportunities With Reservation Software

Before Their Stay

Before your campers arrive, send an email confirming their reservations so they have access to all the information they need.

In the pre-arrival email(s) you can include:

- **Amenities**

- **Rules**

- **Regulations**

- **Links to your social media channels**

- **Links to your active contests**

- **Any accessible features (ramps, rest stops, or accessible bathrooms)**
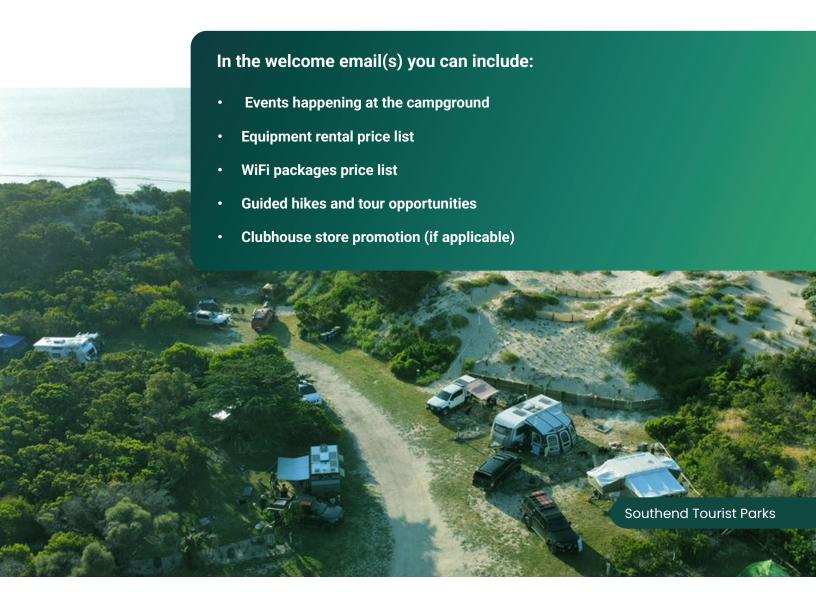
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If applicable, you can remind your guests to take advantage of the mobile check-in option in the guest portal of your reservation software once they arrive, making it even more convenient for your campers and your staff.

During Their Stay

Your park visitors will appreciate a welcome email as soon as they arrive at your property. However, it doesn't have to stop there. This is a great time to share with your guests any events happening during their stay such as food trucks, movie or karaoke nights, and more.

Additionally, this is your opportunity to provide relevant upsell packages that will enhance the guest experience. This is especially important because first-time campers may have forgotten equipment or items necessary to make the most of their stay. On the flip side, veteran visitors may be surprised and delighted by new experience opportunities.

In the welcome email(s) you can include:

- **Events happening at the campground**

- **Equipment rental price list**

- **WiFi packages price list**

- **Guided hikes and tour opportunities**

- **Clubhouse store promotion (if applicable)**

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Keep in mind, you don't have to include all of this information in one email. Two smaller emails (spaced out during their stay), may provide the chance to welcome your campers and promote your offerings. The second promotional email could be used to entice your visitors to either extend their current reservation or book early for another stay with you.

After Their Stay

Even when a camper's stay is over, the communication can (and should) continue. A thank you email can make your guests feel valued as well as provide them with information about items like loyalty or referral programs. A loyalty program can encourage campers to make multiple reservations while a referral program can entice new visitors to your campground. This can maximize your reservations even during the slow season.

Furthermore, your email marketing efforts would not be complete without giving your guests the opportunity to provide feedback and reviews. Let them know you are open to suggestions and are working continuously to improve their experience. This personal touch can help to leave a great lasting impression.

In the post-visit email(s) you can include:

- **Personalized thank you note**

- **Upbeat review request**

- **Loyalty program information**

- **Brand messaging about future campground improvements**

- **Check-out confirmation**

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Remember to follow up with another thank you email if your camper leaves constructive feedback. While this effort may be more manual, it is important to let them know you've heard and appreciate their suggestions, and mention if you have plans for addressing their concerns

Email Templates and Your Reservation System

How Can Email Templates Help?

Email templates are useful because they can save you and your staff valuable time. Instead of having to fill out each email one at a time, the right reservation software can automatically pull guest data for personalized emails.

Another benefit of templates is that they can be repurposed for use in other email marketing efforts, giving you a greater ROI. Plus, you can personalize your templates with your brand's messaging and tone of voice so that your communications are consistent across all of your marketing efforts.

Email marketing templates should include:

- **A great subject line**

- **Personalization**

- **Relevant information**

- **Segmentation and (often) lists**

- **Call to action (CTA)**

- **Link to your website**

With these components as a part of a template, you'll be able to deliver engaging emails that truly connect with your visitors. Your emails can also be scheduled so that your guests receive the right messaging at the right time. Below, we've compiled five email templates for your reservation software that you can adjust and use to boost your guest communication.

Plug-and-Play Email Marketing Templates

Thank You for Booking Email Template Outline

Recipient email address : [Pulled by your reservation software]
Sender email address : [Your campground details]
Subject Line : Thank you for booking with [Your Campground Name]
Preview Text : Inside this email you'll find your reservation details, rules and regulations, camper request form information, and more!

Greeting: Hi [Guest Name],

Body:

We have received your reservation for campsite [Campsite Name or Number] from [reservation start date] to [reservation end date]. We hope you're as excited as we are about your stay! To make your experience the best it can be, we ask that all campers follow the following guidelines during their stay:

1. [Campground rule, i.e. all dogs must be on leash]

2. [Campground rule, i.e. Campsite must be free of trash prior to your departure]

3. [Campground rule, i.e. please notify us within 48 hours of your reservation

   time should you need to reschedule.]

Before your stay, we will need [name of form(s)] emailed back to us so we can ensure your special requests are taken care of prior to your arrival.

While you prepare for your trip, we'd like to invite you to check out our [list of items, i.e. popular guided tours, equipment rentals, and WiFi packages] to make the most of your stay. You can find pricing details and purchase options on [Name and hyperlink to website].

Footer:

Contact Information/Social Media Links

Pre-Arrival Email Template Outline

Recipient email address : Pulled by your reservation software]

Sender email address : [Your campground details]

Subject Line : Your adventure at [Campground Name] is almost here!

Preview Text : We still need some information from you so your stay can go smoothly.

Greeting: Hi [Guest Name],

Body:
Your reservation for campsite [Campsite Name or Number] from [reservation start date] to [reservation end date] is almost here! To make your reservation more memorable, we have a list of amenities and activities that will be available to you during your stay, including:

1. [i.e. Pool]

2. [i.e. Showers and bathroom facilities]

3. [i.e. Club House]

4. [i.e. Movie night on _ _/_ _/_ _ _ _]

5. [i.e. Food Truck, Name of Truck on _ _/_ _/_ _ _ _]

Don't forget to fill out [name of form(s)] and email the forms back to us so we can ensure your special requests are taken care of prior to your arrival!

CTA:
Want more out of your stay? There is still time to reserve equipment, purchase a WiFi package, or book a guided tour with us. Reserve now through our website [hyperlinked website].

Footer:
Contact Information/Social Media Links

Special Offer Email Template Outline

Recipient email address : Pulled by your reservation software]
Sender email address : [Your campground details]
Subject Line : Check out your discount offer when you extend your stay or book again with [Campground Name]!
Preview Text : Enjoy your time with us a little bit longer or book early to save big on your next visit!

Greeting: Hi [Guest Name],

Body:

We hope you've enjoyed your stay at [Campground Name] as much as we've enjoyed having you here! In fact, we have a few sweet deals for you to consider before you head on home:

Extended Stay Offer- If you'd like to extend your current reservation, we can offer you a discounted rate of [price] per additional day, up to [number of days] consecutive days added on to your reservation.

Loyalty Program- When you make [# of reservations] with us, you'll receive your [ordinal number i.e. 5th] one at [price/percent discount/no cost to you].

Refer-A-Friend- Know someone who would love our campground? Spread the word and get a chance to win [Name of Perk i.e. free equipment rental]! Check our [Social Media Channel Name] page for contest information.

CTA:

Get My Offer

Secondary CTA:

Ready to check-out? You can access your Guest Portal, verify your payment information, and close your reservation without having to visit the Clubhouse! If you have any last minute questions, feel free to reply directly to this email!

Footer:

Contact Information/Social Media Links

Review Request Email Template Outline

Recipient email address : Pulled by your reservation software]
Sender email address : [Your campground details]
Subject Line : Greetings Traveler! Share your experience at [Campground Name]!
Preview Text : We'd love your feedback so we can make your next stay with us even better!

Greeting: Hi [Guest Name],

Body:

Thank you for visiting [Campground Name]! If you have a moment, we would love to hear about your experience with us! You can leave a review on [review website name] and/or on our [Social Media Channel Name] page!

CTA:

Have you shared your trip photos yet? Head on over to [Social Media Channel Name], check out our page to see how others are sharing, and drop your photos in too!

Footer:

Contact Information/Social Media Links

Cancelation Confirmation Email Outline

Recipient email address : Pulled by your reservation software]
Sender email address : [Your campground details]
Subject Line : Your Cancelation Request Confirmation at [Campground Name]
Preview Text : We're sorry we won't be seeing you soon, but feel free to book tany time!

Greeting: Hi [Guest Name],

Body:
Your cancelation of your reservation for [start and end dates] is confirmed.
But don't worry! We have some exciting events planned in the future including:

1. [Promotion 1. i.e. picture contest]
2. [Promo 2. i.e. scavenger hunt]
3. [Promo 3 i.e. seasonal equipment rentals]

CTA:

If there is another date you would like to reserve at [Campground Name], you can reschedule now to reserve the campsite of your choice. Reschedule today [hyperlink to your website]!

Footer:

Contact Information/Social Media Links

How To Set Up Email Communication with RMS

With RMS, you can add these templates by using Form Letters.

Form Letter Facts

Useful Tool

Form Letters are correspondence documents in HTML or PDF format that can be printed, emailed, or sent to the Guest Portal for guests to complete online.

Multiple Applications

You can copy and paste an email template into the Form Letters, and even include interactive features to collect signatures, and more. Fill in the required information, and you're ready to go!

Triggered Correspondence

Can be set up to send your templates automatically when triggered by an action, such as booking or checking-in.

Steps for how to get started with form letters:

1. Go to Setup > Correspondence > Form Letters in RMS.

2. Select the 'Add' icon.

3. Select the Document Format.

4. Enter a Description.

5. Enter the Email Subject Line.

6. Select the Document Type.

7. Optional: Select a Template (or copy and paste from the templates in this guide).Enter the Letter Contents.

8. Optional: Insert Merge Fields.

9. Select a Merge Table.

10. Place Cursor in the Letter Contents.

11. Select the Merge Field.

12. Repeat for all required Merge Fields.

13. Save/Exit.

14. Select the Form Letter Access and choose 'Ok'.

Communication Done Right

A successful campground has happy campers who are eager to book time and time again. This starts with clear, consistent communication that makes your campers feel supported at every stage of their reservation. With the RMS reservation software, you can improve your marketing efforts and engage your guests to provide the best experience possible each and every visit.

RMS can help elevate guest engagement, but it doesn't stop there. RMS can also assist with operations, billing, and more. Request a personalized demo of RMS today.

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