



Campground **Management System** and **Online Reservations**



Increase Efficiency



Increase Revenue



Happy Campers

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Success Story



Carbon Main & Carbon East Campgrounds

There might still be two feet of snow on the ground outside but that doesn't deter experienced campers from thinking about their summer plans in February.

As a result, Glenda knows that February 1 – also known as opening day for camp reservations at the Village of Carbon's campground just outside of Drumheller, Alta. – is going to be her busiest day of the year in the office.

With 15 years under her belt as the office administrator for the campground, she's no stranger to being glued to the phone once opening day for reservations arrives.

Until 2018, the 40-year-old campground has been taking reservations like most other campgrounds in the province – entirely over the phone.

The campground takes in around 700 reservations every year. That meant Glenda spent a vast amount of time answering phone calls to deal with questions, reservations, payment, cancellations and more.

Last year, Glenda promised herself that the new year would be different.

After contacting Camp Reservations Canada for a demonstration, the town council unanimously approved the use of the free campground management and online reservations system.

Camp Reservations Canada worked to set-up the Carbon campground online and prepare for opening day of reservations. Soon,

Glenda had a system in place to enter manual reservations and generate reports – and most importantly, an easy-to-use site for campers to book campsites online.

On opening day Feb. 1, 2018, Glenda says the results were astonishing.

In the first 10 minutes, campers made 50 online reservations for 204 nights. In the first hour, campers made 94 online reservations for 303 nights! This would have taken Glenda two-days' worth of phone calls to accomplish the same feat.

By the end of the season, Carbon campground had a total 852 bookings with 580 being online bookings.

Glenda says, "I've found that people are enjoying the convenience of online campsite reservations and have found the system easy to use – even people who we thought would still want to book over the phone. There's been a significant reduction in the number of phone reservations and messages I need to return."

With the 2018 camping season almost over, Glenda says she's been extremely happy with how well the new system has worked.

Contact us at info@campreservations.ca for more information on Camp Reservations Canada's free campground management and online reservations system.



Who is booking Online...

Our customers book camping from all across Canada and the US



Promote your campground online and start connecting with campers

Attract tourist to increase revenue for your Municipality.

“My life is honestly so much better since setting up my campground online and I am very impressed with Camp Reservation Canada’s level of customer service”

[Glenda Youngberg](#) – Carbon, AB

“The year-over-year revenue at the campground has increased 160% since setting up Online Reservations”

[Beth Endresen](#) – Sexsmith, AB

Summary

Studies show that over 60% of all campers are using the web to plan their trips and would prefer to book online if given the option.

Increase your revenue and efficiency in managing your campground.

Our FREE Campground Management System is proven to deliver

- ↑ Revenue
- ↑ Efficiency
- ↑ Happy Campers!

Start connecting with campers online and streamline the management of your campground.



Our system offers:

- Easy booking and reporting – integrated all in one place
- Secure online transactions
- Online management with no software required
- Increased capacity to take reservations – great for opening day
- Less phone calls and messages to return
- Reduced errors

Our Services



Getting started is simple.

One of our integration specialists will spend a half a day to train your managers and then they can generally have your campground's customized web-presence completed by the end of the next day. We simply then add one link to your existing web page and you can start accepting online reservations!

How can we offer all of this for free?

Campers pay a flat \$5 fee when they make a reservation. The fee structure is based on the same system used by national and provincial parks, but we have the lowest fee.

Travel plans (hotels, flights, etc) have been predominantly booked online for years. What about campgrounds?

No company has offered an affordable, efficient management system for campgrounds to take online reservations. That's why we created Camp Reservations Canada to provide a website connecting campgrounds with campers.

Campers plan their trips online and want to book a reservation at any time, day or night. We offer the ability for campgrounds of any size to modernize and streamline their management, while offering online reservations to satisfy the 60-90% who want to book online.

What if someone still wants to make a phone reservation?

Our system seamlessly incorporates manual reservations with the online reservations but in our experience over 75% of campers prefer to book online.

Online Booking to increase revenue

Connect with more campers online through your free custom online campground profile. Showcase your campground's scenic setting, amenities or town attractions and events. If you already have a website or online information you can simply add a link to your profile on the Camp Reservations Canada webpage and let campers know that online booking is available.

We already have thousands of customers across Canada and the United States. Through increased exposure to your target customers and the ease of booking online we will help you increase your occupancy rates. We have a proven track record of success in Alberta and are continually expanding our customer base to help increase the revenue of your campground.

Our \$5 reservation fee to campers allows us to offer you this service for free.



Efficient Operations through the Campground Management System

Our web-based management system is easy to use and can be accessed from anywhere by tablet or computer. Getting started is easy with our integration specialists guiding you through the initial set-up. Once your campground specifics are in your profile the system integrates online and manual bookings. Phone calls/messages and data entry are dramatically reduced, while reports and campground information are right at your fingertips!



Happy Campers – customer satisfaction with Online Booking

Campers love the convenience and ease of finding and reserving their campsite online. They can select the site that meets all their requirements and quickly book through our secure online payment system. Opening day for campsite reservations is no longer means sitting on the phone on hold or waiting for a message to be returned in hopes of securing a spot for the annual long weekend trip.

Over 88% of Canadians want to book their travel plans online for the convenience and instant access of information and campers want to book their campsites online like they do with their other trips.

Key Features of the CRC Management System include:

-  Unique campground profile page
-  Secure online payment system
-  Cloud based real-time reservation data
-  Customized reporting
-  Simple, easy to use web based interface

Call or email Cameron now
to schedule a demo

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