

2024

# *The Ultimate Guide to Campground Marketing*

Craft your digital experience, fill  
your campground.



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digital

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# Introduction

## Welcome to the 2024 Edition



We offer a robust set of actionable insights and straightforward strategies that focus directly on the challenges unique to the campground industry.



Welcome to the second edition of Martrek Digital's ***Ultimate Guide to Campground Marketing: 2024 Edition***. Embracing our new tagline, "Craft Your Digital Experience, Fill Your Campground," we continue our commitment to providing cutting-edge solutions tailored specifically for campground marketing. This guide is designed to equip campground and RV park owners, operators, and investors with the essential tools and strategies needed to enhance their digital presence and connect effectively with their audience.

In today's fast-evolving digital landscape, effective campground marketing is key to standing out and attracting more campers. Our guide addresses this need by offering a robust set of actionable insights and straightforward strategies that focus directly on the challenges unique to the campground industry. From improving online visibility to engaging potential visitors through compelling digital content, this guide lays out practical solutions that are easy to implement and geared towards driving results.

At Martrek Digital, **we combine deep industry knowledge with a passion for digital innovation to help you transform campground marketing challenges into growth opportunities.** With a tone that's both informative and engaging, this guide is your go-to resource for all things related to campground marketing, ensuring that your campground not only gets found but also becomes the preferred choice for campers everywhere.

***Ready to Get Started? Let's go!***

**84.8** million people  
camped in 2023  
in the U.S.

According to the Dyr.com 2024 Camping Report

## Current Market Trends & Statistics



### Understanding trends means understanding what campers want, now.

*It's no secret that we have seen huge shifts in the campground industry in the last decade. And, no one is more suited to understand this information than campground and RV park owners like you.*

According to the Dyr.com's 2024 Camping Report, 84.8 million Americans camped in 2023, 5.5 million of which were first time campers. While this is an overall decline from new campers which we saw peak in 2021 during the global pandemic, KOA's 2024 Camping and Outdoor Hospitality Report notes that the number of new households has increased by **23%**, or about **16.5 million households**, over the last decade.



This is a significant number of new possible campers that could find your campground and book, most of which expect to do so online.

And, the type of camping that individuals are looking for is changing as well. Boondocking, glamping, and car camping have helped expand these numbers -- its important that campground owners begin to make changes to their campground experience to welcome and accommodate these groups to your parks.

### So, what makes your campground special?



#### 53.7% Camped with Dogs in 2023

Do you offer dog parks or individual stalls for dogs at private campsites at your campground or RV park? These could be your ideal marshmallow campers - the perfect fit for your campground. How can they find you today?



#### Cabin/Glamping usage is up 101%

With new campers estimating to make up 9% of guests, many are choosing to enter the outdoor hospitality/camping world by renting cabins or glamping tents or yurts. Does your campground offer anything like this? Were you considering updating your park or growing your lodgings? This is definitely something to consider.

The Ultimate Guide to Campground Marketing will help you solve and address questions just like these. And, we would be remiss if we didn't shout out that if you need help, lets talk! **We are here to help.**



By optimizing your keywords and for E-E-A-T, campgrounds can improve their search engine rankings and build trust amongst potential guests.



## Top Keyword Tips:

### Importance of Keyword Research

- Keywords drive SEO and attract potential guests.
- Align Keywords with user searches for higher rankings.

### Understanding User Intent

- Informational Intent: Users seek info (e.g. "best campgrounds")
- Navigational Intent: Users seek specific site (e.g. "xyz campground")
- Transactional Intent: Users want to purchase (e.g. "book campsite")

### SEO Toolkits

- Google Keyword Planner: Free tool to discover keywords
- Ahrefs: Comprehensive SEO toolset
- SEMrush: Marketing toolkit for keyword research

### Trending Keywords for 2024

- Camping: "Glamping resorts 2024", "family-friendly campgrounds"
- Glamping: "Luxury camping experiences", "unique glamping locations"
- Outdoor Adventure: "Best hiking trails 2024", "kayaking and camping trips"

### Monitoring and Adjusting

- Track keyword performance using Google Analytics.
- Adjust strategies based on results.

## Optimizing for E-E-A-T:

### Experience

- Does content show that you've actually done or used something directly?
- Are you offering the product or service you are ranking for?

### Expertise

- Does content show that you've actually done or used something directly?
- Are you offering the product or service you are ranking for?

### Authority

- Backlinks: Earn reputable backlinks to establish authority.
- Positive Reviews: Showcase customer reviews and testimonials.

### Trustworthiness

- Secure Website: Use HTTPS to secure your site.
- Clear Policies: Display transparent privacy and security policies.

### Best Practices

- Accurate Information: Fact-check and update content regularly.
- Author Info: Include author bios to establish credibility.
- Customer Trust: Respond to reviews and address concerns.

# SEO Strategies for Campgrounds

Again quoting the KOA 2024 Report, most of the growth that we have seen in the campground industry has been due to **four key factors**: increase in camping demographics, the boom of the glamping options and specialty resorts, the continued increase in access to Wifi at campgrounds, and the addition of boondocking and private peer to peer rental opportunities. Keyword research and optimization are fundamental components of effective digital marketing. In the context of campground marketing, keywords play a crucial role in driving traffic to your website and attracting potential guests. By understanding the terms and phrases that potential campers use when searching for camping-related information, you can optimize your website and content to align with these searches, thereby improving your search engine ranking.

Keywords and optimizing for E-E-A-T (Experience, Expertise, Authority, and Trustworthiness) help bridge the gap between what people are searching for and the content you provide to fulfill that need. And, search engines like Google prioritize websites that demonstrate this. Effective keyword research and optimization ensures that your campground's website appears prominently when users search for relevant topics, making it easier for potential guests to discover your offerings.

**Remember, if at any point, you get overwhelmed by this, Martrek can help. [Let's chat!](#)**

# Staying up-to-date with current web design trends enhances the user experience and keeps your campground website looking modern and appealing.

Lucky for you, this is Martrek Digital's bread and butter. We are campground website experts, and are here to help you every step of the way. Want a personalized review of your current site and help giving your whole digital brand a refresh?

[Contact us!](#)

When thinking about design of your campground website, there are **3 main factors** to consider: **Mobile-First Design:** with most users browsing on smartphones, mobile-first design is essential. This means designing for mobile devices first and then adapting to larger screens.

## Website Design & User Experience (UX)



[Amenities](#) [Attractions](#) [Events](#) [Photos](#) [Rates](#) [Map](#) [Directions](#) [Contact](#)

[Book Now](#)

Waterfront Camping in St. Charles, IL

## Evergreen Cove RV Park & Campground

Immerse yourself in an awe-inspiring camping experience, just 45 miles from Downtown Chicago!

[Book Now](#)

**Minimalism:** Simple, clean designs make it easier for users to navigate your website and find information. Minimalism also helps with faster loading times and clarity. **Dark Mode:** Offering a dark mode option can improve user comfort, especially during night browsing or in low-light environments.



### Mobile-First & Responsive Design

A responsive website is key to providing a good user experience across all devices. Focus on:

- Responsive Layouts
- Touch-Friendly Navigation
- Fast Loading Times



### Accessibility Standards (WCAG 2.1)

Making your website accessible ensures that all users, including those with disabilities, can use your site effectively. Make sure to include:

- Alt Text
- Keyboard Navigation
- Contrast and Readability

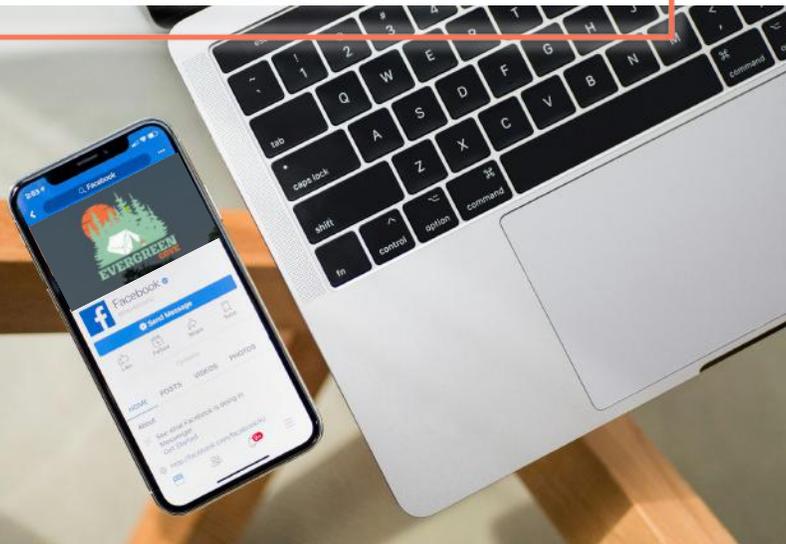


### Best Practices for UX

Enhancing user experience keeps visitors engaged and encourages them to explore your campground offerings.

- Clear Navigation
- Consistent Branding
- Engaging Visuals

# Digital Marketing Channels



## Where should you be?

Navigating digital marketing channels effectively is crucial for any successful campground marketing strategy. This section highlights key platforms and tactics that can amplify your visibility and engage your audience.

Not all channels are created equal, especially for campgrounds. You need to go where your campers are most likely to be looking for campground tips, tricks, and ultimately, campgrounds to book. And, a place that can regularly keep your current customers updated on the latest things happening now, and in the future.

Consider automation systems and platforms that make it easier to manage and reach your customers faster. Not sure where to begin? Martrek is here to help. We specialize in crafting customized marketing solutions that drive results and enhance campground experiences.



*The first question you need to ask is: **Who** is going to be doing the communications on these channels, and how will we manage it?*

Then, you need to decide **when, where, and how** you are going to implement. Start by defining your audience and choose the channels that best reach them. Develop a consistent posting schedule, and monitor analytics to understand what is working. These are the digital marketing channels you should make sure to implement as a campground (other than your website, of course) in order to keep your campers informed and coming back.

## Key Channels:



### Email Marketing

A direct line to your customers, email provides updates, offers, and personalized communications. Hubspot, Active Campaign, and Mailchimp are good options.

- **Newsletters:** Events, promotions, tips, and news.
- **Segmentation:** Tailor to behavior, past bookings, or preferences.



### Social Media Platforms

Social media is an essential tool for connecting with campers and sharing the unique charm of your campground.

- **Instagram:** Showcase beautiful images of your campground and use Stories to highlight daily activities and special events.
- **Facebook:** Engage with your audience through regular posts, respond to reviews, and share updates.



### Video Marketing

Videos are powerful for storytelling and can significantly boost your online presence.

- **YouTube:** Create videos that offer virtual tours of your campsite, DIY camping tips, or features on nearby attractions.
- **TikTok:** Capture quick, engaging clips of fun campground activities or picturesque sunsets to attract a younger audience.



By weaving together high-quality visuals, personal narratives, and interactive content, you can transport your audience to your campground long before they even make a reservation.

1

### Engaging Visuals & Personal Stories

Visual content and personal narratives are key to capturing the interest of potential guests. Use professional-quality photos and videos across your website and social media, and share the story behind your campground. Why did you start it? What makes it special? Personal stories resonate with guests and build a connection that goes beyond a transaction.

2

### User-Generated Content

Encourage guests to create and share their content, which serves as social proof and authentic testimonials. Hashtag campaigns related to your campground encourage guests to share their experiences and connects across platforms. Regularly featuring guest stories and photos shows prospective visitors what to expect but also builds community with current guests.

3

### Content Calendar Planning

A well-organized content calendar keeps marketing efforts consistent and timely. Develop content that resonates with the seasons. For example, promote winter camping trips, summer booking specials, or fall activities available at your campground. Use your content calendar to highlight and build anticipation for upcoming events or promotions, ensuring you maximize participation and interest.

## Storytelling & Content Marketing

Picture this: you're sitting by the campfire, the warm glow of the flames casting a soft light on the faces around you. The crackling of the fire mixes with the distant sounds of nature, creating an ambiance of tranquility and connection. As you share stories, laughter fills the air, and a sense of community and belonging takes root. This is the magic of camping, and it's the essence you want to capture and convey through your campground's storytelling and content marketing.

***Storytelling is a powerful tool that can transform how potential guests perceive your campground.*** It's about more than just listing amenities or showing pretty pictures—it's about creating an emotional connection and a vivid image of the experiences awaiting your guests. By weaving together high-quality visuals, personal narratives, and interactive content, you can transport your audience to your campground long before they even make a reservation. From leveraging user-generated content to planning a strategic content calendar, we'll provide you with the tools to tell your campground's story in a way that resonates and inspires.

***Effective storytelling and content marketing can significantly elevate your campground's appeal,*** turning simple visits into memorable experiences.

# Technology can help your campground offer an enhanced, seamless experience that meets the expectations of today's campers.

Imagine arriving at a campground where the check-in process is as smooth as a breeze, Wifi signals are strong and reliable, and all your reservations and amenities are just a click away on your mobile device. As technology continues to evolve, so do the expectations of campers. Today's guests seek not only the tranquility and beauty of the great outdoors but also the convenience and connectivity that modern technology provides.

The integration of advanced technologies into campground operations is no longer a luxury—it's a necessity. From enhancing the guest experience to streamlining management processes, embracing these innovations can set your campground apart in a competitive market. In this section, we delve into essential technologies that can transform your campground, making it more efficient, secure, and appealing to tech-savvy travelers.

## Essential Campground Technologies

We'll explore how to implement cutting-edge reservation systems, ensure robust WiFi coverage, and utilize AI for superior customer service. These tools not only improve operational efficiency but also significantly enhance the overall guest experience, making your campground a preferred destination for modern campers.



### Reservations Systems

Utilize advanced reservation software that allows guests to book their stay online seamlessly. Features like real-time availability updates, easy cancellation, and personalized booking options can significantly enhance guest satisfaction. You can read about our favorite systems that we have researched in our [blog here](#).



### Wifi & Security

Providing strong, reliable **Wifi is essential** as many campers expect to remain connected, even in remote locations. This, paired with a security system enhances both safety and security for the park for guests but also your staff, giving peace of mind and improving experience.



### AI in Customer Service

Artificial Intelligence (AI) can transform guest interactions, making them more efficient and personalized. Implementing chatbots on your website, like **"The Glamper"** package from Martrek Digital websites, helps answer questions 24/7, helping guests whenever they need, without waiting. Predictive analytics can help to analyze booking patterns and guest preferences. This insights allows you to adjust marketing strategies, personalize communications, optimize operations, and more.





## Case Studies & Success Stories

What does success look like?



These stories highlight the diverse ways campgrounds have leveraged unique marketing approaches to enhance guest experiences, streamline operations, and boost bookings. From the adoption of advanced reservation systems to creative social media campaigns and exceptional customer service, these examples serve as a blueprint for success. Let's dive into some specific success stories that demonstrate the tangible benefits of strategic marketing efforts in the campground industry.

### Successful Campaigns



#### Ventura Ranch KOA Holiday

Since joining the KOA franchise in 2010, Ventura Ranch KOA Holiday has experienced over 1,100% growth in revenue. KOA marketing support, reservation system, and guest feedback have played crucial roles in this success.

*Source: Woodalls CM, Jan 2024*



#### RiverWalk RV Park

With a focus on exceptional customer service and unique guest experiences, RiverWalk arranged local activities such as kayaking trips and winery tours, and by ensuring amenities like strong Wi-Fi and clean restrooms, they have garnered over 100 five-star reviews on both Google and Facebook within six months of opening.

*Source: Woodalls CM, Jan 2021*



#### Campspot Solar Eclipse 2024

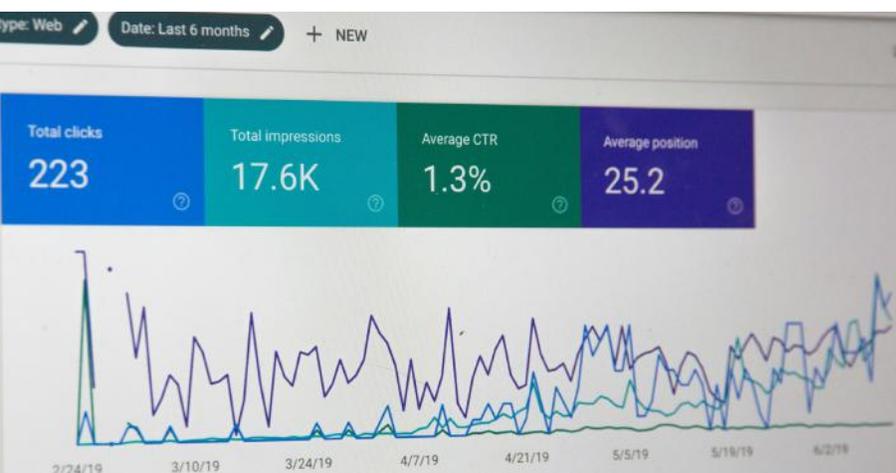
With the April 2024 solar eclipse, Campspot software highlighted how campgrounds can capitalize on these events to attract more customers. By planning special events, parks in the path of totality that implemented strategies like these saw a 982% revenue increase year-over-year as well as 256% increase in site nights year-over-year.

*Source: Campspot Solar Eclipse 2024 Report and Woodalls CM, June 2024*

### Need to read it to believe it?

Still want to hear more tangible examples of how campgrounds have implemented marketing strategies like those mentioned in this guide and have seen direct return on investment (ROI) from their digital marketing efforts? Real-world case studies provide invaluable insights and inspiration, showcasing the transformative power of effective marketing strategies. By examining the successes of other campgrounds, you can gain practical ideas and proven techniques to apply to your own business.

Case studies matter because they offer concrete evidence of what works and what doesn't in the real world. They provide detailed accounts of the challenges faced by campgrounds, the innovative solutions they implemented, and the measurable outcomes they achieved.





Adopting eco-friendly practices and achieving green certifications not only demonstrates your commitment to the environment but also attracts eco-conscious campers who are willing to pay a premium for sustainable accommodations.



### Promoting Eco-Friendly Practices

## 1 Energy & Water Conservation

Implement energy-saving measures like solar panels and water-efficient fixtures. Promote these initiatives on your website and social media to showcase your commitment to the environment. Highlighting these efforts can attract eco-conscious guests looking for green travel options.

## 2 Recycling & Waste Reduction

Offer recycling bins throughout the campground and run educational programs on waste reduction. Highlight these efforts in your marketing materials to attract guests who value sustainability. This can enhance guest satisfaction and encourage repeat visits.

## 3 Eco-Friendly Activities

Organize activities that promote environmental awareness, such as guided nature walks, clean-up events, and workshops on sustainable camping practices. These activities can be marketed as unique experiences that set your campground apart from others.

## Sustainability & Eco-Friendly Initiatives

Adopting sustainable practices not only benefits the environment but also appeals to eco-conscious campers. Here's how to integrate and promote eco-friendly initiatives at your campground, and why it's beneficial from a marketing perspective:

### Green Certifications

Obtaining green certifications can validate your commitment to sustainability and attract more guests.

- **Certification Programs:** Aim for certifications such as the Eco Rating from Green Key or LEED certification. These certifications serve as a mark of credibility and trustworthiness, distinguishing your campground in a crowded market.
- **Marketing Benefits:** Green certifications enhance your brand's reputation, making it more appealing to environmentally conscious travelers. They provide a unique selling point (USP) that can be highlighted in all marketing materials, from your website to social media and press releases.
- **ROI and Guest Attraction:** Campgrounds with green certifications often see an increase in bookings from eco-minded guests willing to pay a premium for sustainable accommodations. The investment in green certification can lead to higher occupancy rates and customer loyalty. For more information, visit the [Green Key Certification Process and LEED Certification Guide](#).\*

According to the 2024 KOA Camping and Outdoor Hospitality Report, predictions for 2024 camping intent are based around campers looking for more ways to explore the outdoors, slow down, disconnect, and experience nature.

Showing that you are an eco-friendly establishment will just bolster campers looking for these experiences to want to book with you. By integrating these strategies, your campground can not only reduce its environmental impact but also enhance its appeal to a growing market of eco-conscious campers, leading to a higher return on investment (ROI) and long-term business success.

## Benefits to Eco-Friendly Practices

Promoting your green initiatives can lead to:



### Increased Bookings

Eco-conscious travelers are more likely to choose campgrounds that demonstrate a commitment to sustainability.



### Premium Pricing

Guests may be willing to pay higher rates for accommodations that align with their values.



### Enhanced Brand Loyalty

Sustainable practices can foster a strong, loyal customer base that values and supports your environmental efforts.



### Positive Publicity

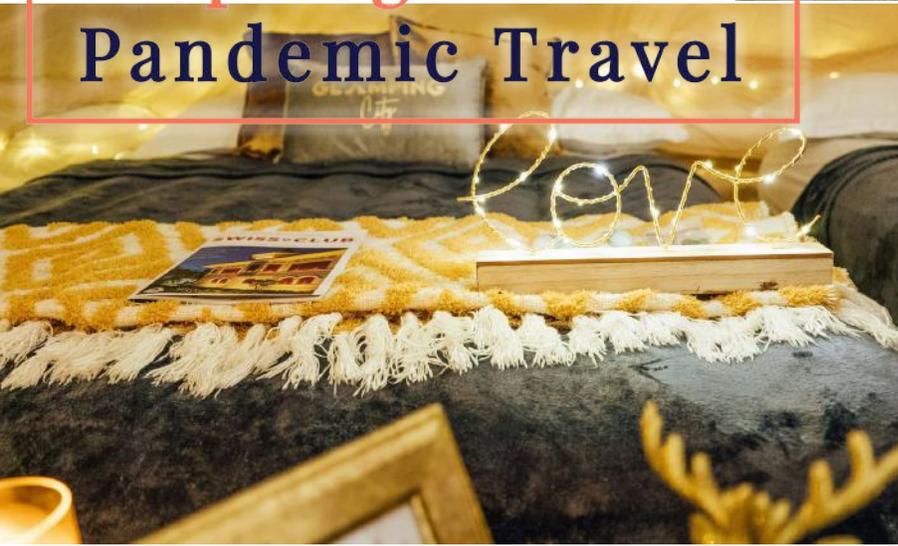
Green certifications and sustainability efforts can attract media attention, leading to positive publicity and increased visibility.



Meet your campers  
where they are now.



## Adapting to Post-Pandemic Travel



### Understanding new travel preferences.

The COVID-19 pandemic has fundamentally changed how people travel and camp. To thrive in this new landscape, campgrounds must adapt to evolving traveler preferences and expectations.

Post-pandemic travelers are seeking different experiences compared to pre-pandemic times. According to the [2024 KOA Camping and Outdoor Hospitality Report](#), predictions for 2024 have almost 1/2 of campers saying they are more likely to keep camping in 2024, **which is a 15% increase over 2023**. They will be seeking experiences that are based around natural events (think the total eclipse in April 2024), food tourism, visiting small towns, work + leisure travel, and all inclusive outdoor resorts as the top 5 most reported reasons.



### Enhancing Safety Measures

**Health and safety measures remain top priorities for travelers. Implementing and communicating enhanced protocols can reassure guests and encourage bookings.**

**Enhanced Cleaning Protocols:** Ensure that common areas, restrooms, and rental units are cleaned frequently and thoroughly. Highlight these efforts in your marketing materials.

**Contactless Services:** Offer contactless check-in and payment options to minimize physical contact. Use digital tools to enhance guest convenience and safety.

#### Flexible Booking Policies

Flexibility is key to attracting post-pandemic travelers who may be hesitant to commit to plans far in advance. Flexible cancellation policies and rebooking policies give guests peace of mind when making reservations. Reservation modifications allow for changing dates and updating amenities post-booking.

#### Leverage Technology

Utilize technology to improve the guest experience and streamline operations. Online reservations and payments ensure your website is user-friendly and easy for you and your campers to book and accept payments. Virtual tours of your campground give potential guests a preview of what to expect. Mobile apps provide information about your campground, local attractions, and real-time updates.

#### Adapt Marketing Strategies

Adjust your marketing strategies to reflect the changing preferences and behaviors of post-pandemic travelers. Targeted campaigns with specific messaging on topics like safety, flexibility, and unique experiences, including partnering with social media influencers and local business to promote will increase authenticity and build trust.

# Conclusion: Stay Connected



## Key Takeaways

**Keyword Research and SEO:** Utilize long-tail keywords, understand user intent, and leverage tools like Google Keyword Planner and Ahrefs to improve your search engine ranking and attract more visitors.

**Website Design and User Experience:** Focus on mobile-first design, accessibility standards, and engaging visuals to ensure a seamless user experience.

**Digital Marketing Channels:** Harness the power of social media, video content, and email marketing to connect with potential guests and keep them engaged.

**Storytelling and Content Marketing:** Use high-quality imagery, personal stories, and user-generated content to create a compelling narrative that resonates with your audience.

**Emerging Technologies:** Implement essential technologies like reservation systems, security measures, and AI-driven customer service to enhance both operational efficiency and guest satisfaction.

**Sustainability:** Adopt eco-friendly practices and pursue green certifications to attract eco-conscious travelers and demonstrate your commitment to the environment.

**Adapting to Post-Pandemic Travel:** Adjust to new travel trends by enhancing health and safety measures, offering flexible booking policies, and promoting outdoor activities that align with current camper preferences.

In today's dynamic landscape, mastering the art of campground marketing is crucial for attracting and retaining guests. From optimizing your campground website to leveraging social media, video marketing, and email campaigns, the strategies outlined in this guide are designed to help you enhance your digital presence and engage effectively with your target audience. Implementing modern reservation systems, ensuring reliable Wifi, and incorporating sustainability practices further align your campground with the expectations of today's campers.



Craft your digital experience based on these tips, and you will no-doubt fill your campground this season. Our team of experts is here to help. Let's talk!



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Love this content and want more?

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