

River's End Campground & RV Park



Quarterly Report

Q2, FY14

January 23, 2014



MONTHLY REPORT

CUSTOMER SATISFACTION SURVEY

Time Period: 2013
Rating Range: 1-5



Composite Scores:

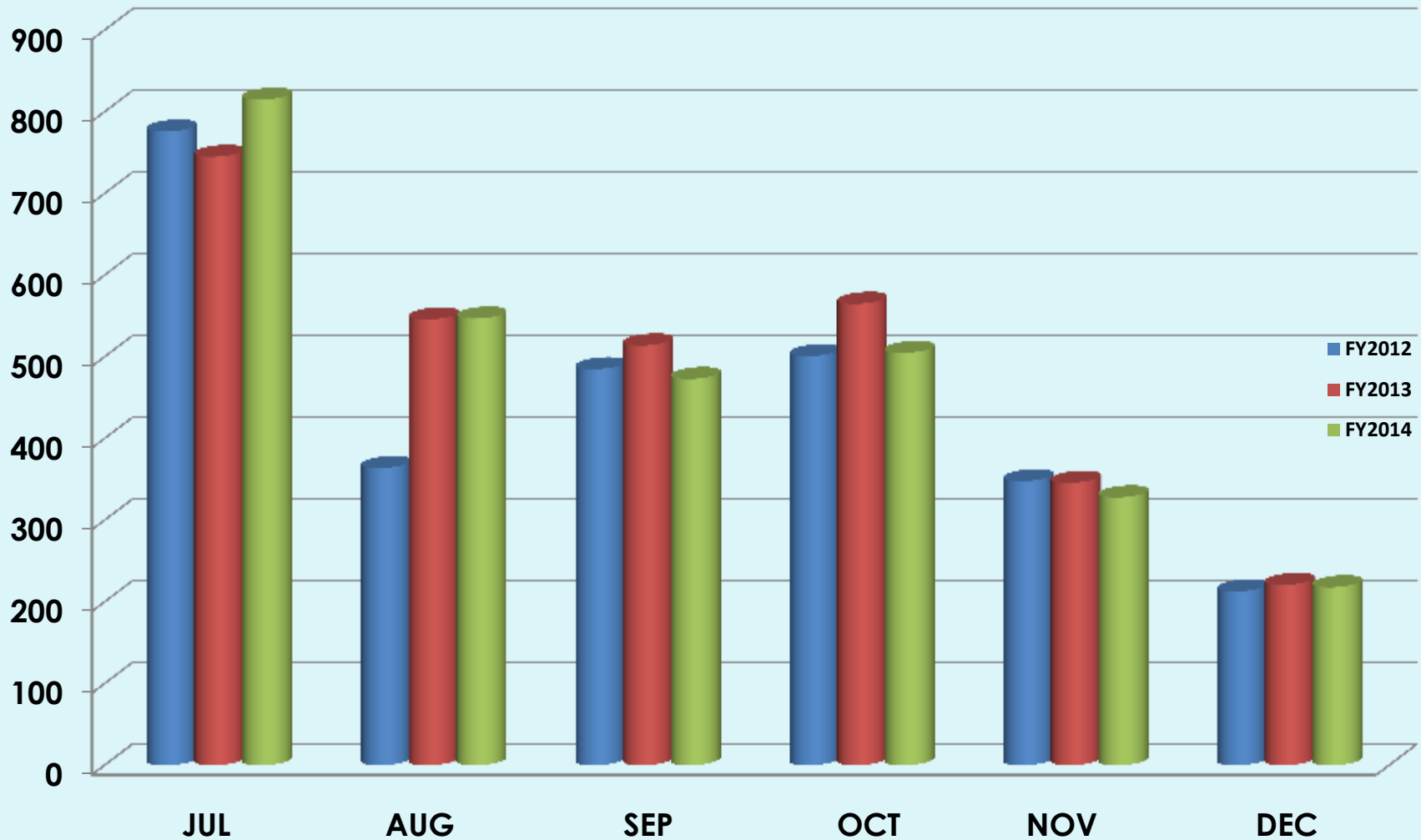
Average Overall Rating
Average Service Rating
Average Facility Rating
Average Site Rating
Average Cabin Rating
Average Restroom Rating

4.5 A-
4.8 A
4.4 B+
4.5 A-
4.5 A-
4.6 A-

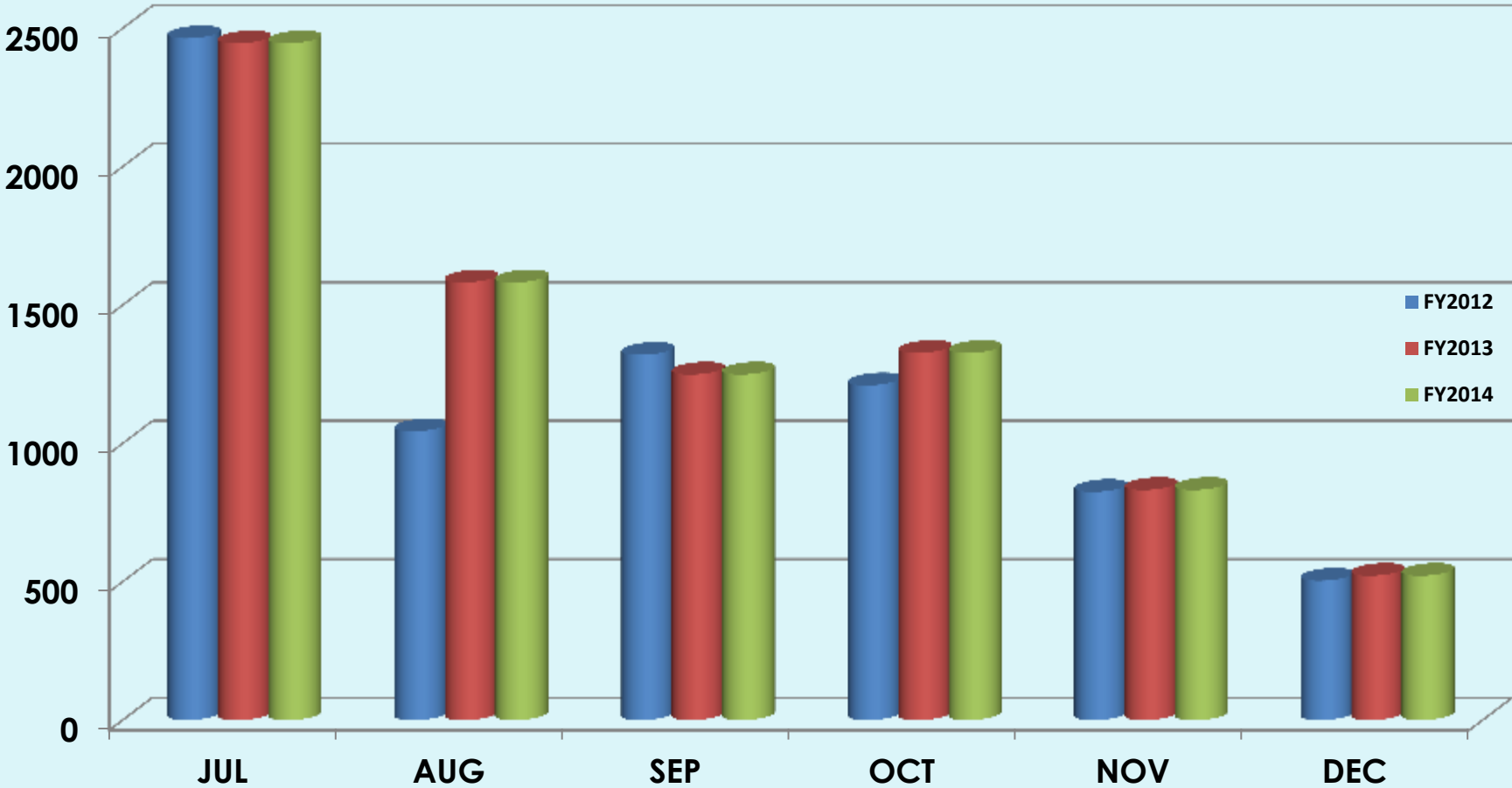
of
Responses

270
116
232
172
16
145

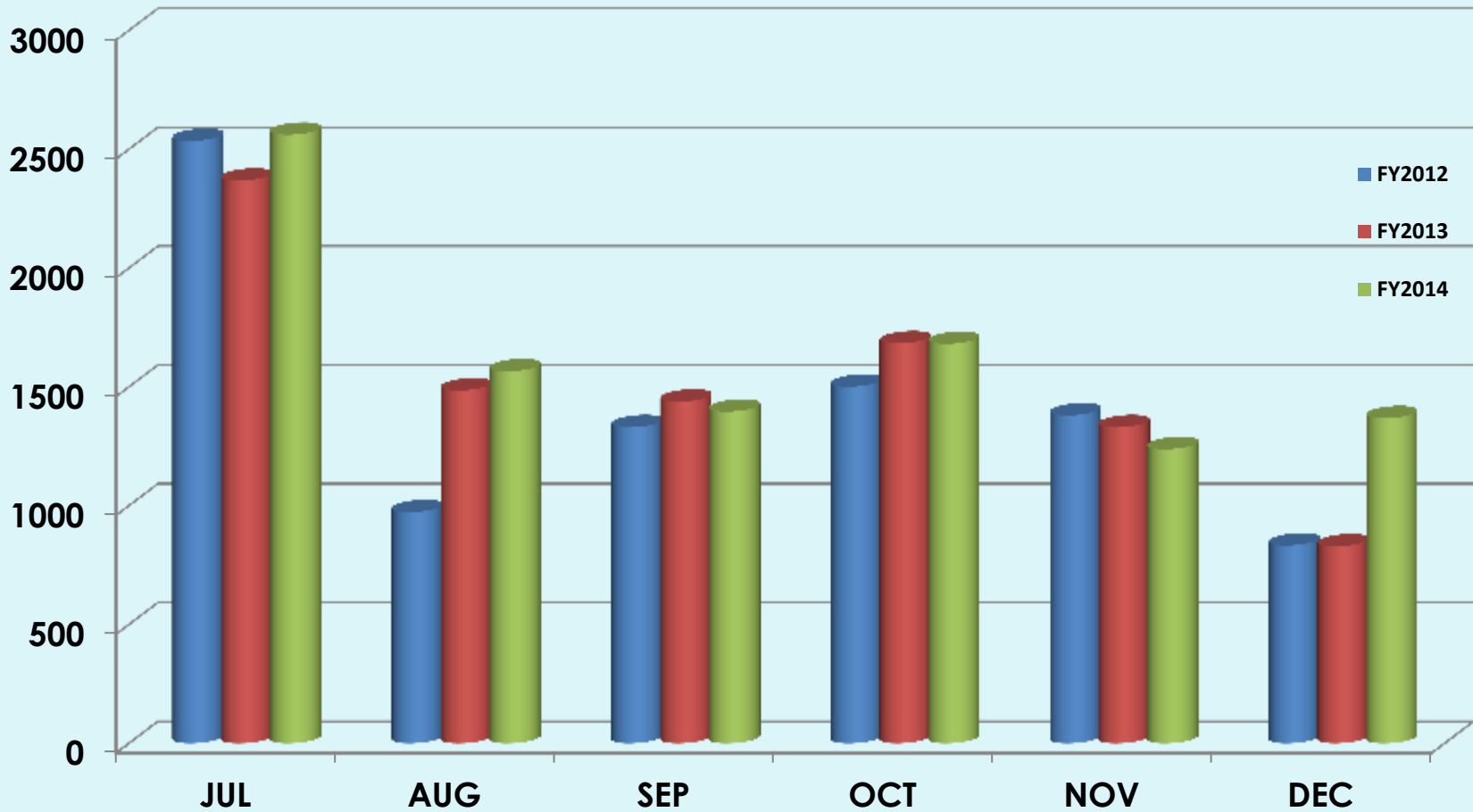
RESERVATIONS



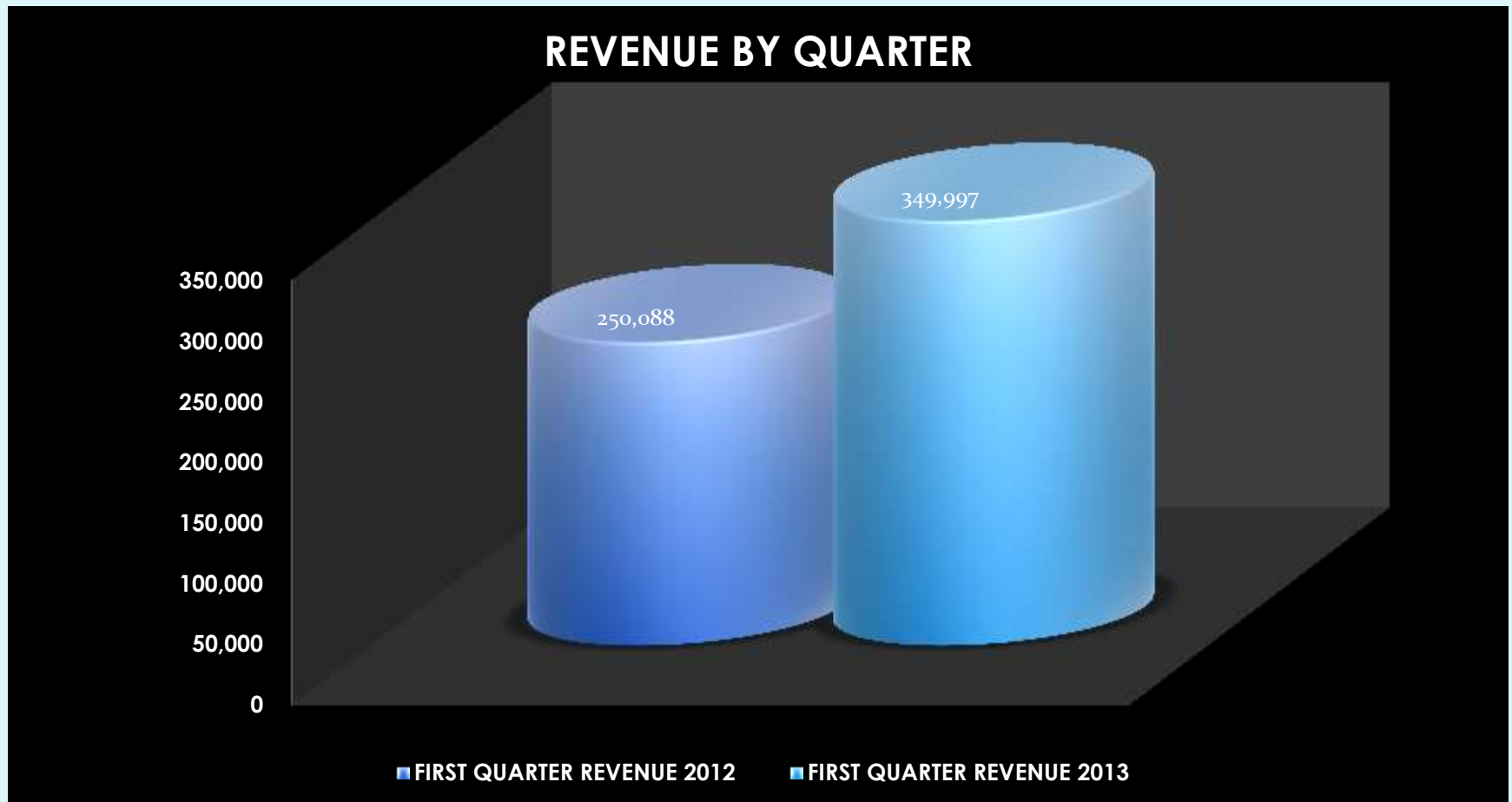
GUESTS



SITE NIGHTS

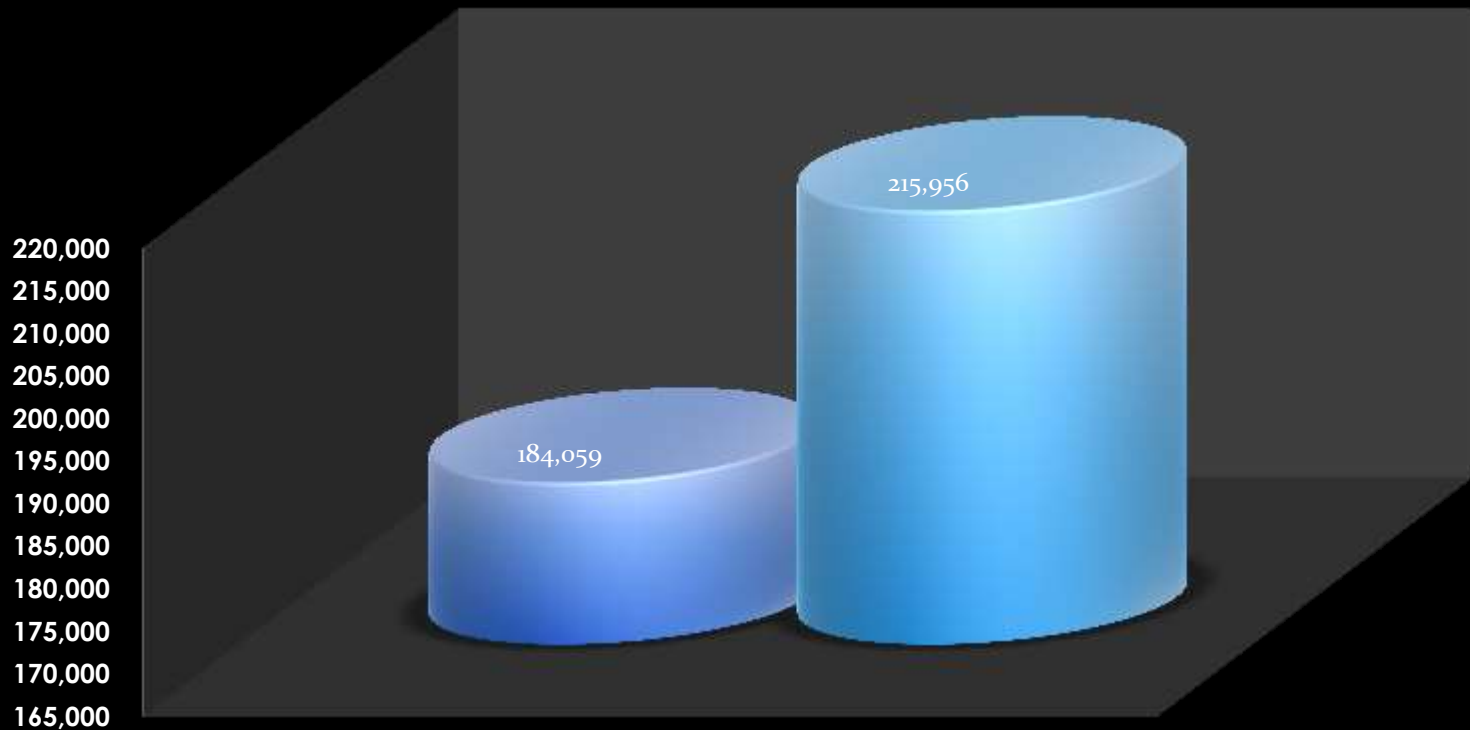


JULY – OCTOBER (1Q) REVENUE COMPARISON



EXPENSES (1Q) STAFF, SUPPLIES & SERVICE

EXPENDITURES BY QUARTER



■ FIRST QUARTER EXPENDITURES 2012

■ FIRST QUARTER EXPENDITURES 2013

OCTOBER – DECEMBER 2013



- Design & Layout of 20K New Campground Rack Cards
- Capital Improvement Project Implementation
- Purchase & Installation of Laundry Vending Machine
- Implementation of Campground Blog
(www.riversendcampground.wordpress.com)
- Filmed New Promotional Video with Swamp City Productions

Site Upgrades - CIP



Site Upgrades - CIP



Site Upgrades - CIP



ADMINISTRATION - RETAIL

- Integrate New Hardware Into New Store POS & Inventory System - 3rd Work Station
- SOP Revision Documentation/Methodology Training-(Store)
- End of Year Store Inventory
- Bi-Annual Rack Cards Mailed to GA Welcome Centers, Good Sam chapters, & Family Motor Coach Association travel clubs

BUILDING OUR BRAND...

- Updating of all advertising to new Campground logo
- New River's End CG blog via AGS- on website:
www.riversendcampground.wordpress.com/
- Increased Social Media presence (FB, Twitter, Pinterest, YouTube)



ADMINISTRATION

'WEB SAVVY'

- Website Updates/Additions: Social Media hyperlinks, Event Calendar hyperlinks
- Travel insurance purchase page link within Confirmation Emails & Option to buy link listed on Website :
www.riversendcampground.com
- Splash page for Advertisers on Wi-Fi home page
- Uploaded Site Pictures of Camp Sites Into Reservation Software

GUEST EXPECTATIONS & 'GOOD VIBRATIONS'

- Guest Information Handbook updated for In-house guests
- Hosted three Rally Groups in Fall 2013 - more groups coming in Winter/Spring 2014!
- Installed Shelving Units for Office/Program Supplies
- POS Updates to Inventory Items to Include Vendors

ARVC CONFERENCE KNOXVILLE, TN

- National Association of RV Parks & Campgrounds Conference- Knoxville, TN in November, 2013 (3 staff in attendance)
- Takeaways/Park Needs:
 1. Keeping customers < attracting new ones (\$)
 2. Cabin Occupancy > 60% = Expansion Justified (>80% currently)
 3. Good Sam Affiliate Marketing Program
 4. Increase Service Standards & Adopt Monitoring SOPs
 5. Host Recruitment & Implementing Proficiency Exams
 - i. Sell experience, not job
 - ii. Communicate between hire date & start date
 6. Increase functions w/in reservation system

UPCOMING NEWS

KNOXVILLE CON'T

- Adoption of Campground Benchmarking - this will assist in establishing Funding/Service Levels & Standards of Care in comparison to other parks in relation to defined search criteria (www.campgroundbenchmarking.com)
- Follow-up with CAS: After-Hours Kiosk
- 2014 Park Planning & Staff Goals/Evaluations
- Continued facilitation & evolution of the park's STWP to include Staff & Park Goals for CY2014

QUESTIONS?



FOR MORE INFORMATION CONTACT US:

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