



River's End Campground & R.V. Park




Quarterly Report
Q4, Fiscal 2013



**Monthly Report –
Customer Satisfaction Survey**


River's End Guest Survey

Time Period: 8.1.12-8.1.13
Rating Range: 1-5



Composite Scores:		# of Responses	
Average Overall Rating	4.4 B+		180
Average Service Rating	4.7 A		116
Average Facility Rating	4.3 B+		153
Average Site Rating	4.5 A-		113
Average Cabin Rating	4.6 A-		10
Average Restroom Rating	4.4 A-		95
Total Rating:	4.4 B+		

April – June 2013



- Adhere & Contribute to Budget Process
- Capital Improvement Planning
- Facilitate Revenue Projections for FY14
- Methodology/Compliance - Reservations = Liability Account
- Licensing & Purchase Page Link – Travel Insurance
- Music & Motion Picture Licensing for Campground
- Marketing Plan for 2014 Revision

Administration - Retail

- End of FY storewide inventory
- Updated comprehensive inventory list- vendors & cost
- Placed mid-season Summer orders and early FY14 orders – **while overcoming June spending & hiring freezes!**

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Administration – ‘Web Savy’

- New website- designed in-house & administered by CG staff
- Travel insurance purchase page link w/in confirmation emails & option to buy link listed on website : www.riversendcampground.com
- Splash page for advertisers on Wi-Fi home page

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Building our Brand...

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



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Guest Expectations & 'Good Vibrations'

- Guest information handbook created for in-house guests
- Updated information kiosks throughout Campground
- Introduce weekly movie board at Pavilion

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Other Items. . .

- Updated 'Facility Rental Agreement' & revised administrative & check-in/check-out SOPs
- All employees attended Tybee Tourism Council's customer service training offering
- Conducted 'Hurricane Evacuation Training' & Inclement Weather/Emergency SOP training w/ CG staff & hosts

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Upcoming Excitement!

- Rack card mailouts to all GA Welcome Centers in August!
- Correspondence to all Good Sam, Family Motor Coach Association, Coachmen Owners Association members in the SE United States
- Rally season is 'cranking up' for Fall/Winter!
- Swamp City Productions coming in October to film our new promotional video for Campground!

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