

# ***Profit By Walking in Your Customers' Shoes***

**Peter Pelland / Pelland Advertising**





# ***Lesson 1:***

## ***Be Accessible and Available.***



***Quick:***  
***Somebody give me your park's  
phone number.***



***I wanted to make a reservation for next August. Did I reach either you or a member of your staff who is prepared to answer my questions and take my reservation?***





# ***Lesson 2:***

***Nip problems in the bud.  
Know what's going on.***



***It's a holiday weekend.  
Two people on site 192 had  
too much to drink and are  
getting loud around midnight.  
Do you (or your security)  
respond to quell the situation  
or sleep until the police arrive?***







***People are talking about  
your business right now.***

***Do you know what  
they are saying?***

***Google Alerts***

***Facebook Alerts***

***TripAdvisor Alerts***

***RV Park Reviews Alerts***





***TripAdvisor gets 350 million users per month, who post 200 new reviews every minute.***

***Campgrounds are listed under Specialty Lodging. Are you posting management responses to each review?***

***Get started!***

***[www.tripadvisor.com/Owners](http://www.tripadvisor.com/Owners)***





***RV Park Reviews: 6 million users, 95% in the U.S., who have posted over 200,000 reviews. Each review has been read an average of 150 times so far!***

***Get started!***

***<http://rvparkreviews.com>***






***Find your park,  
“View Campground Details”,  
“Own this Campground? /  
Claim it and Unlock Features”.  
Get notified when there are  
reviews of your park, then  
RESPOND TO REVIEWS!***



# ***How to make Facebook reviews disappear:***

**Page Info**  
Page Owners



Category	Local Businesses : Local Business
Name	Pelland Advertising
Subcategories	Web Development
Facebook Web Address	www.facebook.com/PellandAdvertising

Address

Address

25 Depot Rd

[?]

City/Town

Haydenville, Massachusetts

x

ZIP Code

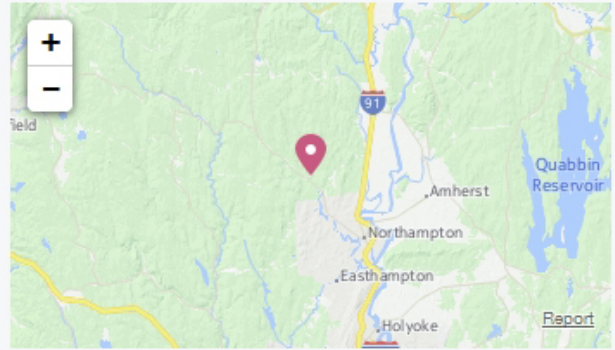
01039

Map Location

[?]

+

-



Report

☒ Show map, check-ins and star ratings on the Page

Save Changes

Cancel



# ***Lesson 3:***

***Forget short-term income.  
Think long-term profits!***





***Early check-in and  
late check-out:  
\$5.00 per hour,  
if site available.***

***Why?***

***Do you prefer to  
have everybody arrive and  
check out at the same time  
and make them wait in line?***



***Speed guest registration  
at Montage Deer Valley Hotel  
in Park City, Utah.***

***Disney FastPass+ Program:  
Reserve park experiences  
30 days in advance!***





***Sell gourmet coffee  
in your store  
by giving away  
free cups  
every morning.  
Samples and  
incentives lead to  
sales of a full range  
of merchandise  
... just starting with coffee.***





***\$0.00***

***The income that is generated  
by an empty mini-golf course  
or paddleboats tied to a dock.***





***Start thinking like the  
American Pickers:  
Break the Ice and Bundle.***



# ***Break the ice!***



***Give away a few games of golf,  
and get some idle boats  
out on the water.***





# ***Bundle!***

***Offer an indirect discount to  
increase overall sales  
AND have happier guests.***

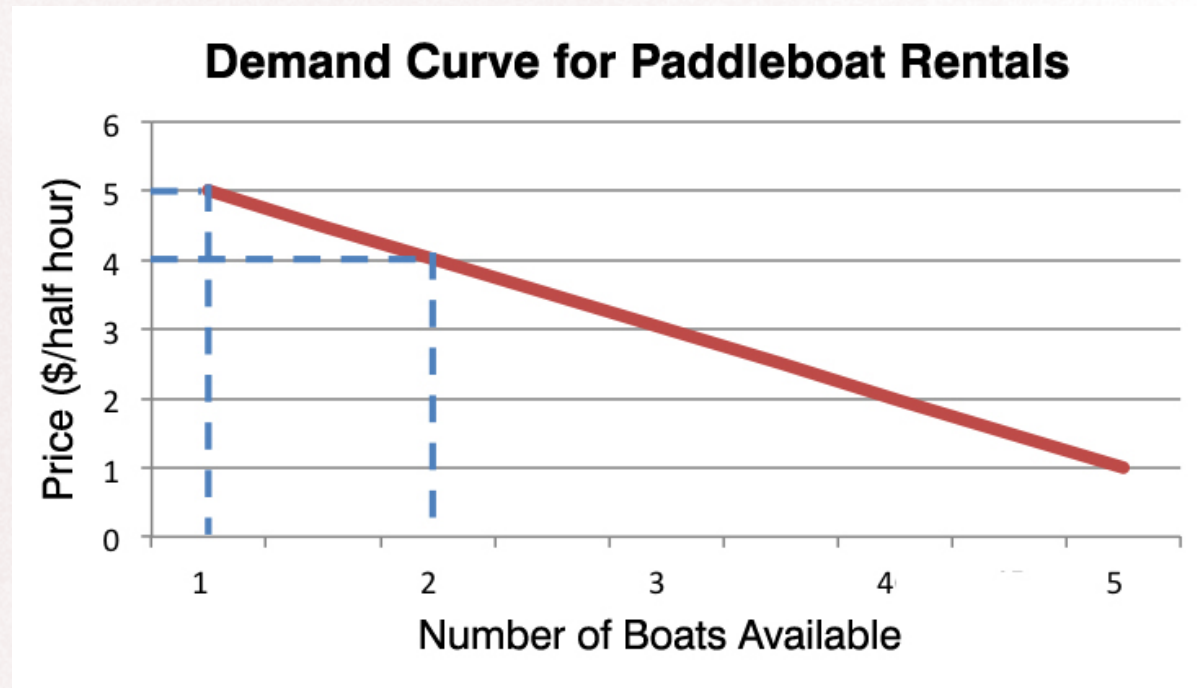




# ***Lesson 4:***

***Balance basic economics  
with human emotions.***





***Find the right price that will maximize your income based upon Elasticity of Demand.***





***I didn't know you had ... .  
Pre-sell add-ons when  
taking reservations and  
at the time of registration.***



**AmazonPrime™**



***Consider a card-based  
Rewards Program for your  
seasonals and frequent guests.  
Poll them to determine what  
benefits they would value.  
Give them reasons to return  
... again and again!***



# ***Thank You for Your Attention!***

*Feel free to contact me with any  
questions at any time. There is never a  
consultation fee or any obligation.*

## **Peter Pelland / Pelland Advertising**

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