



Service & Amenities Value Report

Overview of Feasibility Study III

From Cairn Consulting Group

What are services?

Services generally include staff involvement – weather directly or indirectly – whether it's a need during their stay or a value-added service for guests. For example, providing a linen service for guests to have clean sheets for their stay or a locally hired guide to take guests on a guided walk.

How do you define amenities?

Amenities typically include the infrastructure or an add-on the owner puts in place. These are places or things for guests to go to and/or use. For example, swimming pools or game rooms.

How do we define hospitality?

Hospitality is the combination of guest services at the desired location with complete service that meets the guest's needs and expectations. A combination of service and amenities is hospitality. For example, having firewood on site is an amenity, and having it delivered is a service. Together, these create a great guest experience.

5-10 years

is the recommended time frame for when campgrounds should consider renovating their sites or adding new amenities to remain competitive and appealing to guests.

Why Cairn Consulting?

At Cairn Consulting, we're focused on outdoor hospitality. Our insights are drawn from decades of experience with campgrounds and the outdoor industry, meaning every recommendation is built with the camping market in mind.

What services and amenities make a difference?

We have found through our extensive research that there are 9 different services and amenities that make the biggest difference to campgrounds. These additions or improvements would increase the guests' perceived value of the campground significantly and have the lowest barrier to build or implement; making these the best campground additions for ROI.

How do I get the report?

To get the **Best ROI Additions Report** for Campgrounds Owners and Developers connect with us or schedule a call.

Get Your Report Today!