

Rate Strategy Timing Plan

THE CAMPGROUND CONNECTION ACADEMY · MODULE 10

Make pricing decisions based on data instead of emotion.

Before adjusting any rate, ask

1. Is demand (occupancy & pacing) supporting an increase?
2. Which site types are underpriced — and which are not?
3. How does pricing compare to the true local market?
4. When did the previous owner last raise rates?
5. How price-sensitive are longtime seasonal guests?
6. Should the change happen now, or next season?
7. What advance notice do seasonals need?
8. What value are guests receiving for the price?

Rates to review

1. Nightly / weekend / holiday
2. Weekly & monthly
3. Seasonal (next year)
4. Cabins & premium sites
5. Extra-person, pet, vehicle, storage fees
6. Minimum-stay requirements

When NOT to raise rates

1. You do not yet understand occupancy or demand
2. There has been no communication or visible improvement
3. Occupancy is still being built
4. The increase is emotional, not data-driven