



**MC**  
HOSPITALITY  
HIGHLIGHTS



# UNTAPPED POTENTIAL:

LEVERAGING LOCAL PARTNERSHIPS TO  
ELEVATE THE CAMPING EXPERIENCE

Conducted by

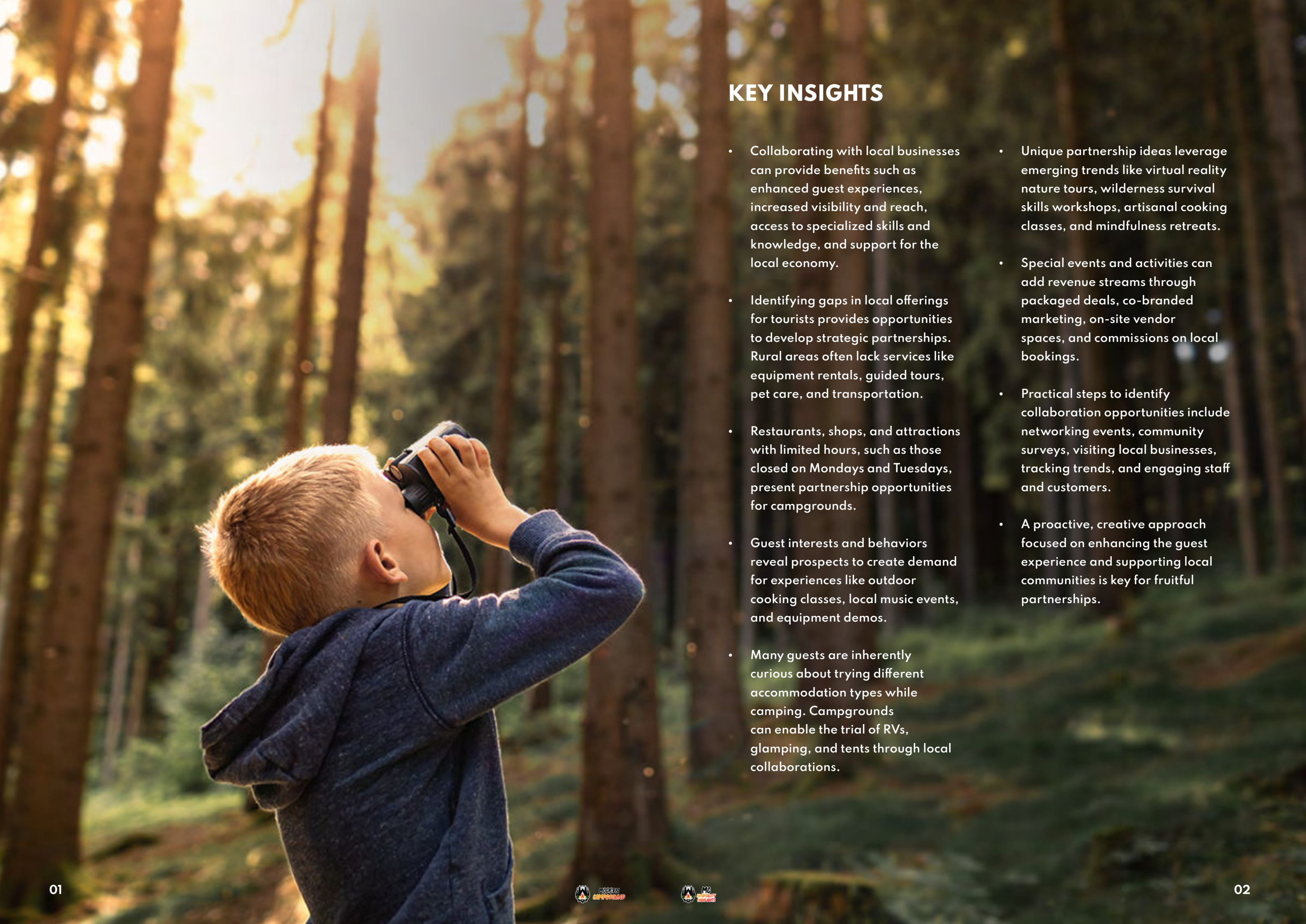


**MODERN  
CAMPGROUND**



**CAIRN  
CONSULTING  
GROUP**





## KEY INSIGHTS

- Collaborating with local businesses can provide benefits such as enhanced guest experiences, increased visibility and reach, access to specialized skills and knowledge, and support for the local economy.
- Identifying gaps in local offerings for tourists provides opportunities to develop strategic partnerships. Rural areas often lack services like equipment rentals, guided tours, pet care, and transportation.
- Restaurants, shops, and attractions with limited hours, such as those closed on Mondays and Tuesdays, present partnership opportunities for campgrounds.
- Guest interests and behaviors reveal prospects to create demand for experiences like outdoor cooking classes, local music events, and equipment demos.
- Many guests are inherently curious about trying different accommodation types while camping. Campgrounds can enable the trial of RVs, glamping, and tents through local collaborations.
- Unique partnership ideas leverage emerging trends like virtual reality nature tours, wilderness survival skills workshops, artisanal cooking classes, and mindfulness retreats.
- Special events and activities can add revenue streams through packaged deals, co-branded marketing, on-site vendor spaces, and commissions on local bookings.
- Practical steps to identify collaboration opportunities include networking events, community surveys, visiting local businesses, tracking trends, and engaging staff and customers.
- A proactive, creative approach focused on enhancing the guest experience and supporting local communities is key for fruitful partnerships.





[www.moderncampground.com](http://www.moderncampground.com)