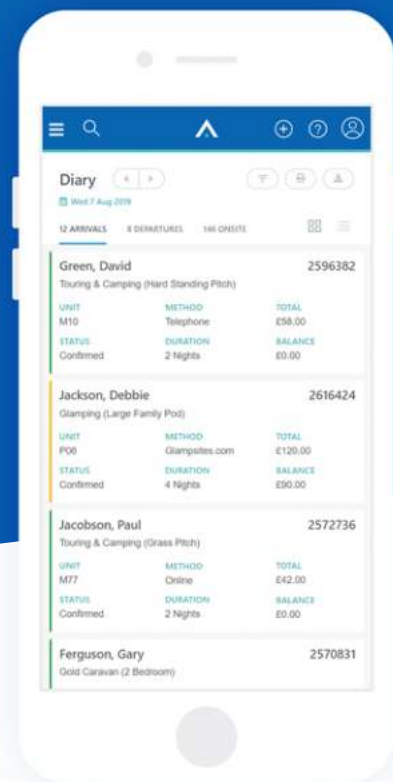


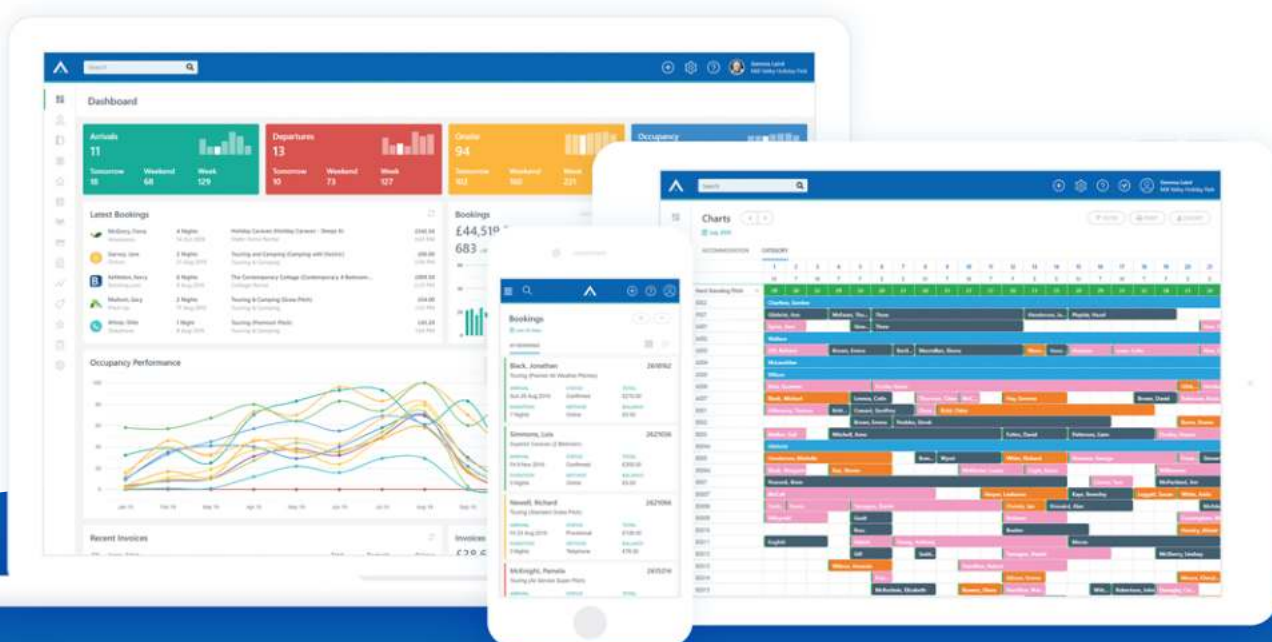
# BOOKING MANAGEMENT

CampManager offers you the complete end-to-end process for managing your holiday park or campsite. Our leading cloud-based management and booking system is simple and easy to use. CampManager allows staff to check availability in real-time, take bookings and card payments from multiple locations simultaneously without the worry of overbooking.



## KEY FEATURES

- Simple and easy for staff to learn and use.
- Use on any device, from any location.
- Multiple access at any one time, with no extra charges for additional users.
- Cloud based system and operates in real-time, so no overbookings.
- Simple, logical and efficient booking process.
- Bookings are automatically optimised and placed back-to-back, reducing wasted nights.
- View daily arrivals, departures and customers onsite.
- View bookings and availability on colour coded charts.
- Availability, prices and discounts calculated instantly and accurately based on search criteria.
- Email confirmations and attachments sent automatically.
- Collect payment in full and in advance, reducing no-shows and improving cash flow.
- Customers can pay holiday balances and invoices online.
- Set access levels for staff, depending on their experience.
- Blacklist and prevent unwelcome customers from returning.



Contact us today to arrange a free demonstration and to find out how CampManager will help your business.



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## BOOKING MANAGEMENT

- CampManager will not only display availability and costs for the selected type of accommodation or stay, but will also show alternative available dates, accommodation, and costs. This allows you to provide your customers with a choice - all from one screen.
- Check busy times at a glance, allowing you to plan your week and monthly views. You can print daily arrivals, departures, and on-site reports.
- CampManager allows you to colour code your bookings, identifying those not to be moved, special requests, group bookings, etc.
- Easily search and find customers' bookings.
- Editing bookings is straight-forward, as additional costs are automatically recalculated. For example, if a stay is being extended or upgraded.
- Retrieve and sort specific information by using additional filters.

### Silver Caravan - 2 Bedroom

Sleeps 6 2 Bedrooms

First class 12' wide. Centrally heated and double glazed. Sofa bed in lounge. Two bedrooms (1 double and one twin). Sleeping up to 6 with flat screen TV, DVD/CD player, full size cooker, microwave and gas fire in lounge. With decking.

£419

SELECT

ALTERNATIVE DATES

Fri 16 Aug	Mon 19 Aug	Mon 26 Aug
3 Nights £409.00 1 remaining	4 Nights £419.00 1 remaining	4 Nights £425.00 2 remaining
7 Nights £575.00 1 remaining		7 Nights £585.00 2 remaining

## UNIT & SITE OPTIMISATION

- CampManager optimises bookings automatically by placing bookings on a back-to-back basis, improving occupancy rates, maximising revenues and reducing wasted nights.

21	22	23	24	25	26	27	28	29	30	31
W	T	F	S	S	M	T	W	T	F	S
		Ireland, Ed				Hamilton, Roy	Plok...	Katie...	Belsh...	
		Carroll, Mike	Spiers							
		Burgoyne, Hel...	Hunter, David			Ger...	Michael, Norman			
					Coch...	Germ	Fallis, Rowena	Rodgers, Will		
		Lyons, Norman			Stirling, John		Kehoe	Maginn, James		
					Coard, Jack			Blair, Sonia		
		Colhoun, John							Taylor...	
									Bruin	Brow...
		Anderson, Kenneth								
					Logan, Ian					

## IMPROVED BOOKING EFFICIENCY

- Entering new bookings has never been easier. For new customers, you can quickly search for addresses using the postcode lookup or returning customer details can be retrieved quickly using the customer lookup.
- Card payments are processed immediately from the same screen using the secure integrated virtual terminal, directly into your bank account.
- Bookings are placed instantly into your booking system avoiding overbooking and duplication.
- Personalised email confirmations and attachments are sent automatically to customers when bookings are made, reducing administration time and cost.
- The booking summary PDF attachment contains complete details of the booking such as the arrival and departure dates, cost of the stay, payments made and any balances.

### Payment details

*Payment Method	SagePay (£78.00)	▼
*Name on Card	MR A SMITH	
*Card Type	Visa Debit	▼
*Card Number	4561618385846625	
*Expiry Date	03	▼ 2024 ▼
*CCV	946	

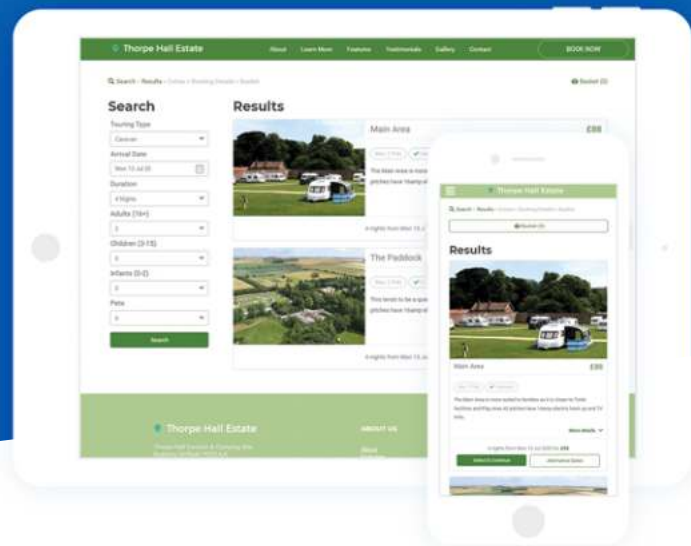
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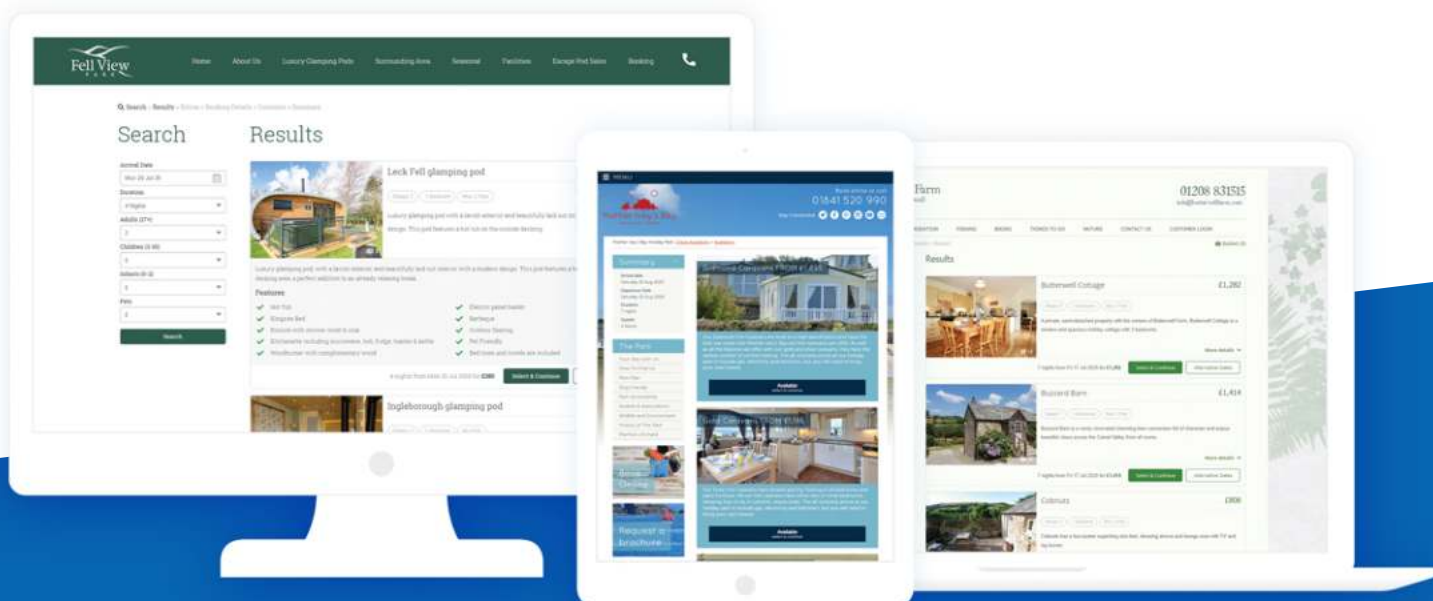
## ONLINE BOOKING

Never miss a booking when your park is closed, or staff are dealing with customers. With CampManager you can accept bookings 24/7 through your website. The bookings pages are designed in keeping with your website, providing a simple and trusted booking process for your customers. Online bookings are placed immediately into CampManager requiring no manual updates.



## KEY FEATURES

- No commissions or fees.
- Seamless integration into your website.
- Allow customers to pay in full, or pay a deposit, reducing no-shows and assisting cash-flow.
- Bookings are automatically optimised on a back-to-back basis as they are entered.
- Allow customers to choose their preferred pitch while booking online.
- Personalised booking confirmation and attachments sent to customers automatically.
- Allows customers to make multiple bookings easily in one simple transaction.
- Create discounts and last-minute special offers online, increasing occupancy in quieter times.
- Allow customers to view their account and pay their holiday balances online.
- Bookings made online are entered directly into your CampManager system with no delays or manual updates required.
- Allow customers to add holiday extras online.
- Prevent blacklisted customers booking online.
- Integrates with Google Analytics and Facebook Pixel.
- Automatic emails are sent to remind customers when to pay holiday balances online.



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## SEAMLESS INTEGRATION

Accept bookings 24/7 through your website with CampManager. Your online booking pages are designed in the same style as your website, making it a seamless and simple booking process for your customers where they can book with confidence. Bookings made online go directly into your CampManager system.

## BRANDED EMAILS

Choose to have your emails designed in the same style as your website, which will not only look more professional but will also help strengthen, support and enhance your brand identity.

- Personalised booking confirmation emails.
- Added customer value and enhanced customer engagement.
- Strengthen your brand identity.

## HOLIDAY EXTRAS

Generate additional revenue by upselling and giving customers the ability to add extras to their booking. For example, offer champagne and chocolates on arrival, breakfast hampers or fire pits with kindling.

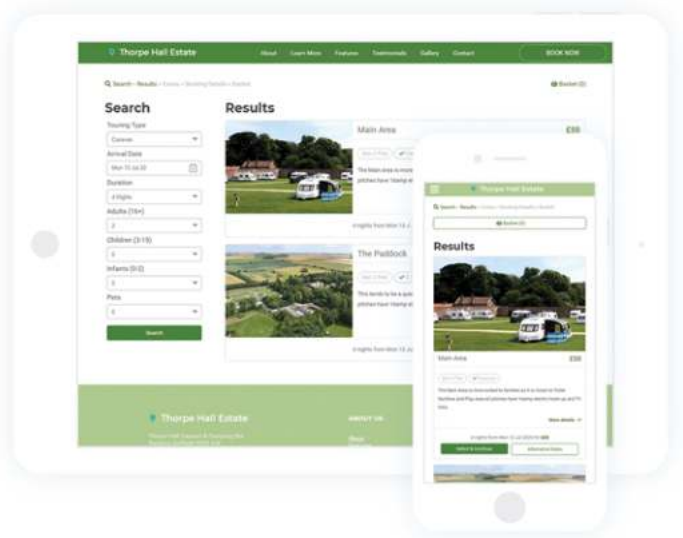
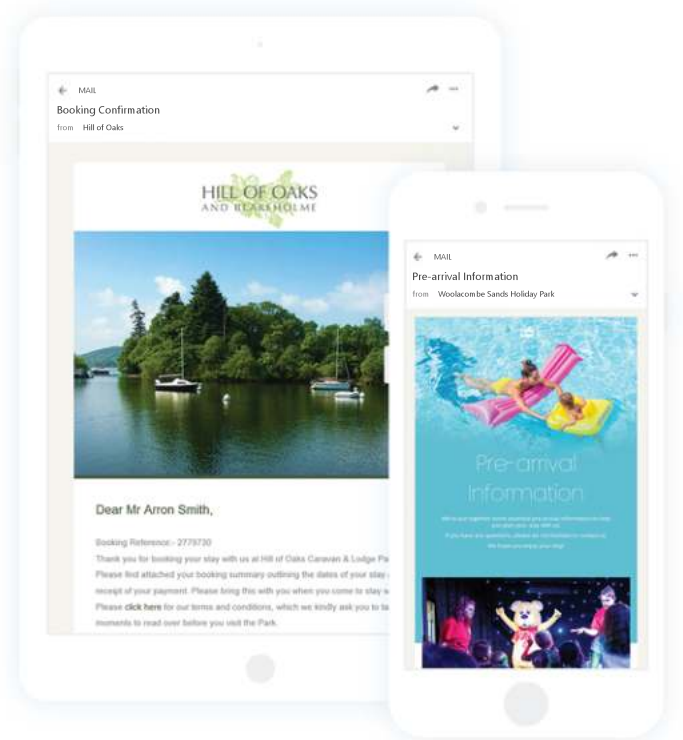
## MOBILE AND TABLET FRIENDLY

We design your online booking pages to be mobile & tablet responsive, making it more convenient for customers to book their holiday.

- Enhanced user experience
- Improved SEO performance
- Competitive advantage
- Faster browsing speed
- Easier and more convenient

## GOOGLE & FACEBOOK TRACKING

- Your online booking pages can be linked with your website's Google Analytics account, giving you greater insight to analyse your online traffic and conversion rates.
- Collect data on conversions from your Facebook campaigns and advertising by adding a Facebook pixel tracking code to your online booking pages.



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## CHANNEL MANAGEMENT

Maximise your marketing exposure and increase bookings by connecting CampManager to Online Travel Agents (OTAs). When customers book through an OTA, CampManager will automatically import the details of their booking. Availability will be updated across all your other OTAs, removing the risk of double bookings.



## KEY FEATURES

- Centralise all your bookings into our all-in-one platform.
- Remove the risk of double booking.
- Directly control allocation for multiple Online Travel Agents (OTAs) all from one location.
- Save valuable time with rates and availability automatically updated.
- Increase your exposure and broaden your marketing reach.
- Attract a wider pool of potential guests and generate more bookings.
- Automatically sync availability, removing the need to manually update multiple calendars.

**Booking.com**

**airbnb**

**Expedia®**

**CAMPSTEAD**  
find | book | camp

**HOSEASONS**  
By Wyndham Vacation Rentals

**Glampsites**  
The glampsite booking website

**Owners Direct**

**Sunday's CANOPY & STARS**

**Google Hotel Ads**

**holidaylettings™**

**HIP CAMP**

**GLAMPING HUB**

**PITCHUP**

**quality unearthed**  
stay somewhere different

**tripadvisor®**

**HomeAway®**

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## GOOGLE HOTEL ADS

Google Hotel Ads Partner

CampManager is a Google Authorised Integration Partner which can connect your booking system with Google Hotel Ads. CampManager provides Google with up-to-date information on pricing, availability and accommodation types. Relevant ads will be shown to future guests who are actively searching for accommodation either on Google Search or Google Maps.

- Low cost advertising.
- Only pay Google when you receive a booking.
- Availability shown on Google Maps.
- Improved listing on Google Search.
- Advertise next to the OTAs.
- More direct bookings.
- Higher conversions rates.

## LISTED ON GOOGLE MAPS

Once CampManager has been connected with your Google Hotel Ads account, your accommodation, rates and availability will be shown on Google Maps, providing you greater accessibility to holiday makers who are actively searching for accommodation in your area.

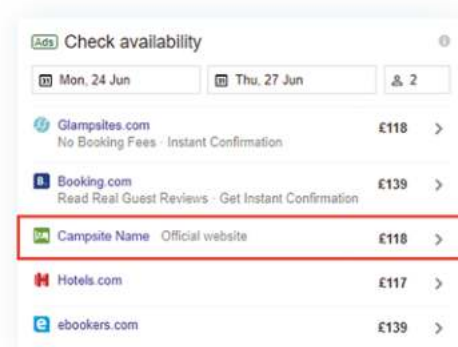
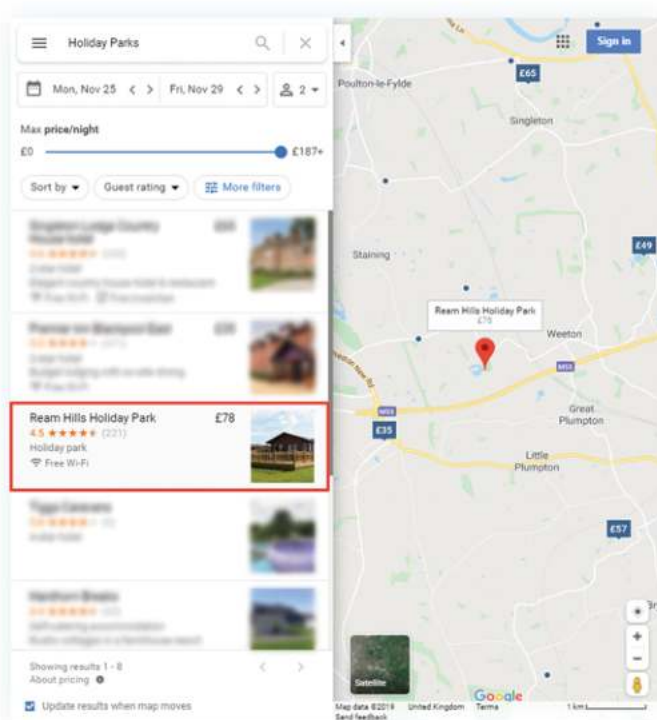
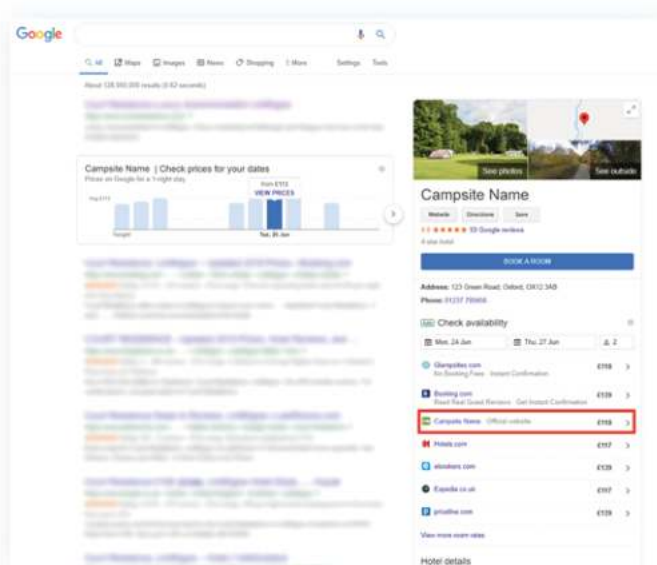
## FEATURED IN SEARCH RESULTS

The Google Hotel Ads platform displays your rates in direct comparison to other Online Travel Agents (OTAs) like Booking.com and Expedia, enabling you to showcase your own prices and availability on Google's search pages. Your result will be highlighted as the 'Official website', giving customers reassurance that they can book direct with you.

## DIRECT BOOKINGS

When a user clicks on your Google Hotel Ad, they are directed to your CampManager online booking system where they enter their details and complete their booking. This means that you obtain all the customer details, allowing you to communicate directly with your guests without an OTA in between.

Customers that come via Google Hotel Ads are at a lower point in the sales funnel which will have a higher conversion rate than the clicks you get from conventional AdWords.



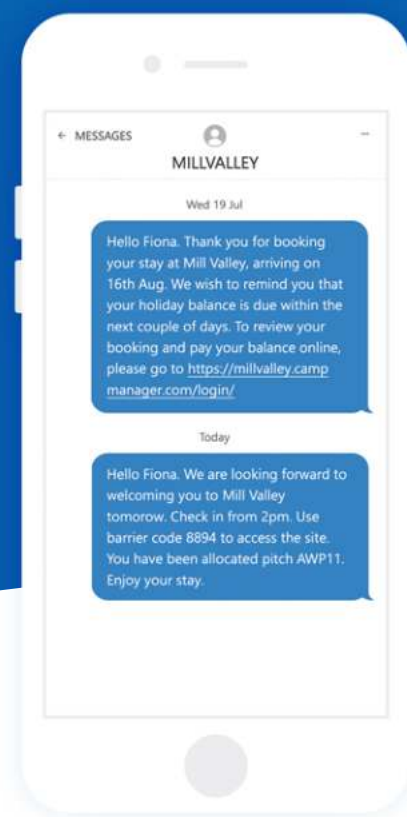
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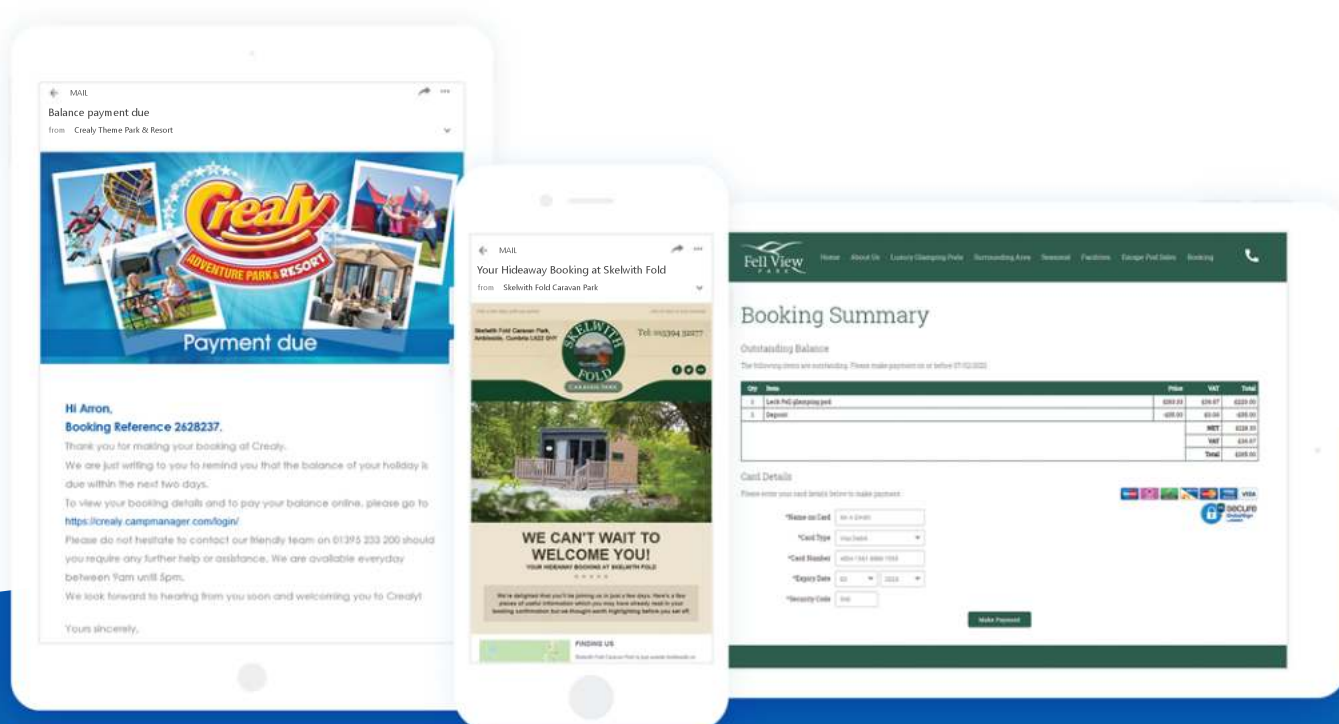
## SAVE TIME AND MONEY!

Save on your administration costs by letting CampManager send automated emails and text messages to your customers. Messages with your personal touch can be sent automatically prior to arrival or once the customer has departed. Let CampManager remove the hassle of chasing overdue payments by automatically sending customers a link where they can pay their balance online.



## KEY FEATURES

- Reduce administration time and costs by automatically sending emails and text messages to customers.
- Automatically alert staff to overdue bookings.
- Send personalised welcome emails and text messages prior to your customers' arrival.
- Automated emails can be customised and styled using your company's branding.
- Automatic holiday balance reminder messages.
- Send messages for outstanding balance requesting immediate payment.
- Automatic thank-you emails, requesting customer feedback.
- Deliver more meaningful and professional communication, improving customer service.



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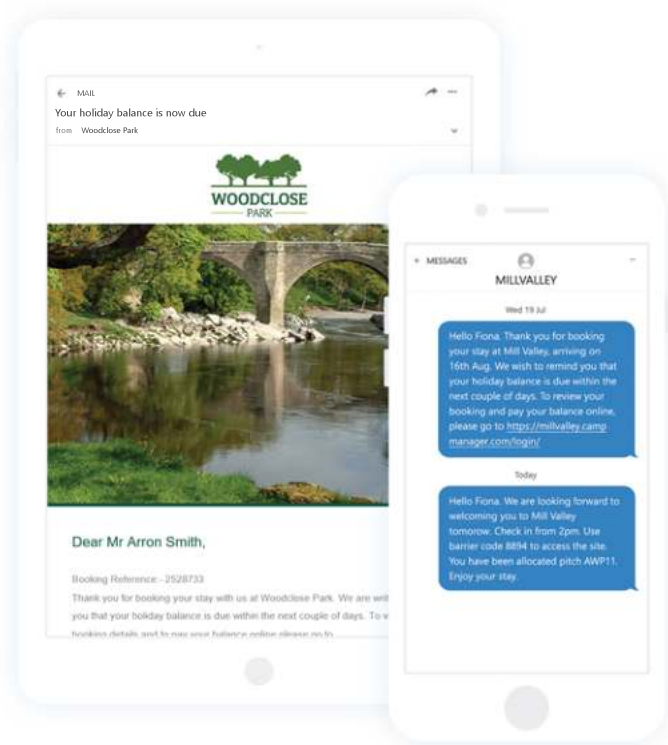


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## AUTOMATED COMMUNICATION

Save on your administration costs by letting CampManager send automated emails and text messages to your customers. Messages with your personal touch can be sent automatically before or after arrival. Sending overdue payment requests, welcome and departure messages are hassle-free. Deliver more meaningful and professional communication, improving customer service.

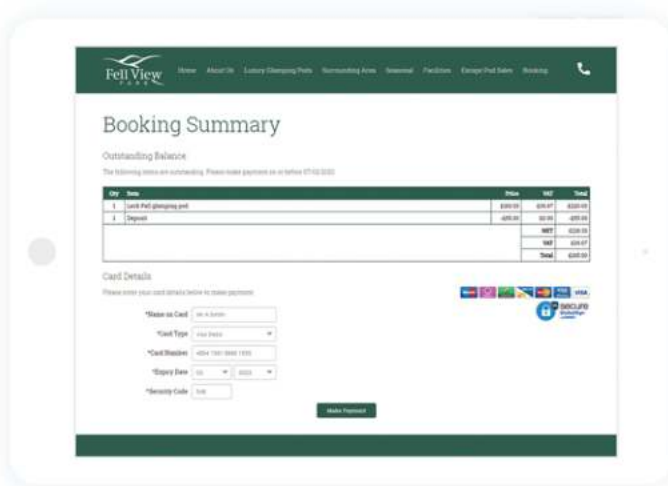
- Create a welcome message to be sent to customers three days before their arrival, to remind them of their booking and to advise of any events taking place during their stay.
- Automatically send a message two days after a customer has checked out to thank them for their booking and to request feedback.
- Send customers a message automatically a few days before their holiday balance due date, to provide them with a link where they can pay their balance online.
- Remind customers who have failed to settle their balance in time that they must make immediate payment to avoid their booking from being cancelled.



## PAY HOLIDAY BALANCES AND INVOICES ONLINE

Accept payments through your website by allowing customers to login to their account where they can review their bookings or invoices and make payment. All card payments are made securely and directly into your bank account, providing you with total visibility and control of all your payments.

- Customers can login to their account and pay holiday balances online.
- Allow holiday homeowners to pay site fees and utility invoices online.
- Remove the hassle of chasing overdue payments.
- Reduce postage and stationary costs with paperless invoices and receipts.
- Greatly reduce administration costs and time.



## SAVE TIME AND MONEY!

Using both 'automated communication' and 'pay holiday balances and invoices online' will save you a considerable amount of time and administration cost. It enables customers to receive an email or text message reminding them that their balance is due and provides them with a link where they can view their account and pay balances and invoices online.

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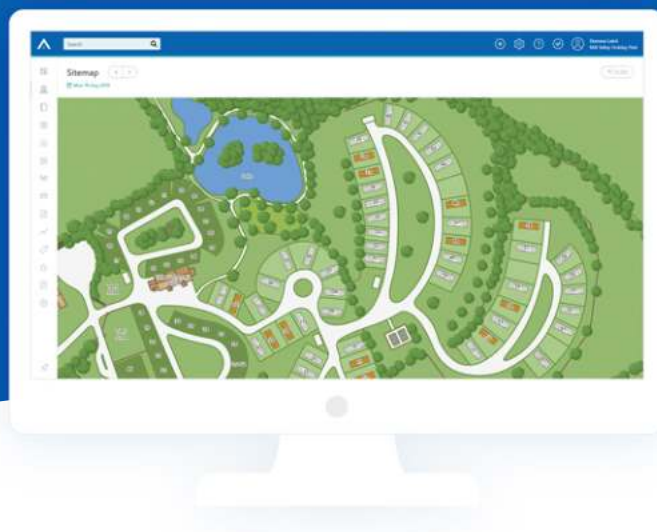


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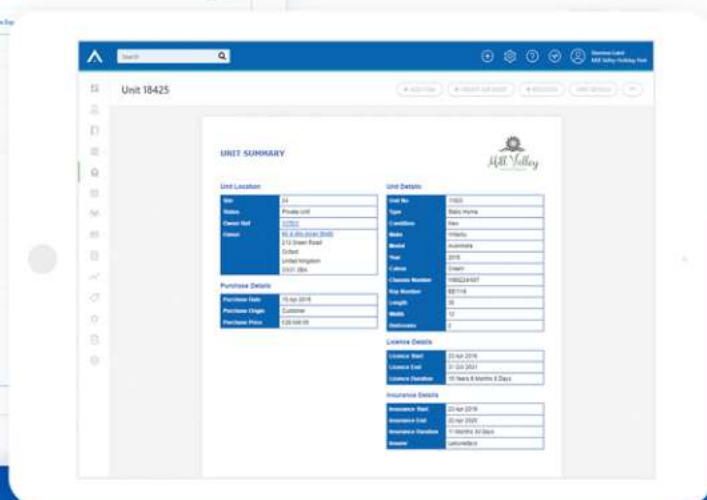
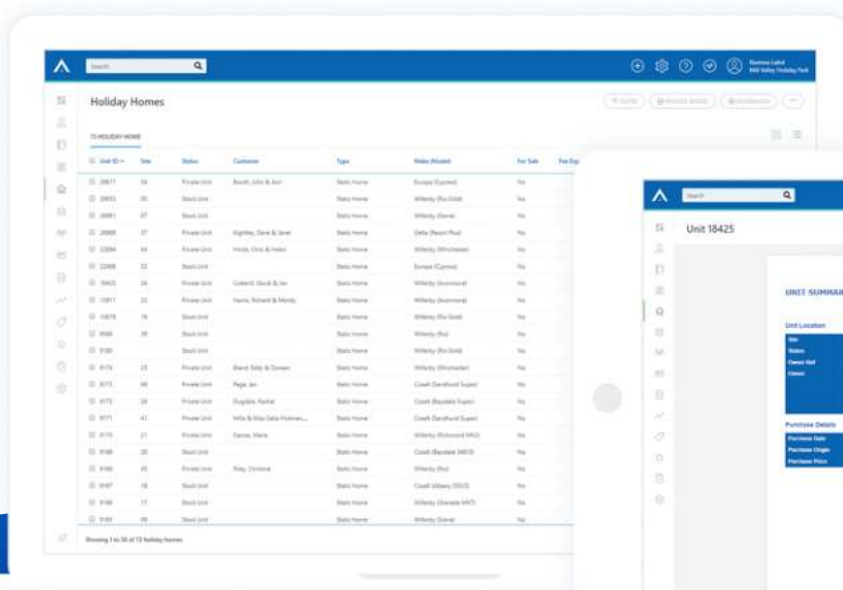
## PARK MANAGEMENT

Easily manage all your customers' important information and unit details from one location with CampManager, which can be accessed from anywhere with internet access. Automated batch invoicing allows you to create site fees and utility invoices in minutes. CampManager provides you with an easy way to manage and monitor payment collection.



## KEY FEATURES

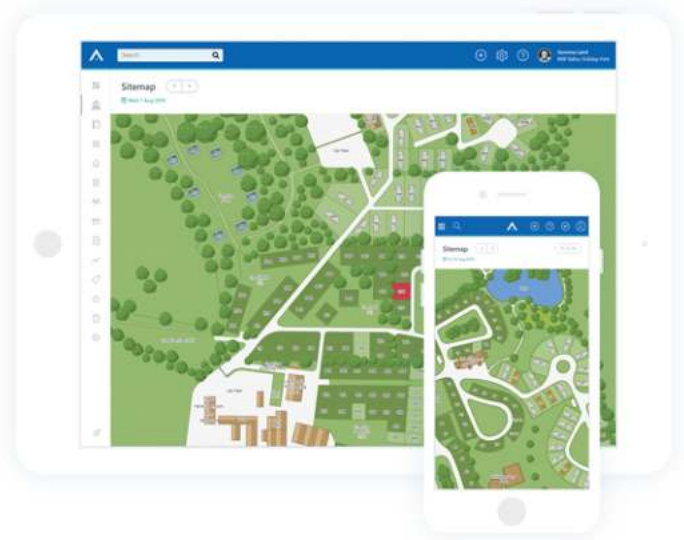
- Organise and manage customers' details and unit information quickly and easily from one central system.
- Create invoices quickly and easily which can be emailed directly to customers.
- Automated batch invoicing allows you to create site fees in minutes. Electricity, gas readings and other charges are calculated and added to invoices.
- Customers can view their account and pay invoices online.
- Maintain details of new and used stock units.
- Display units for sale directly on your website with images, features and descriptions.
- Easily allocate a unit to a new owner and create an invoice when sold.
- See at a glance from the interactive site map who has pending and overdue payments.



## INFORMATION AT A GLANCE

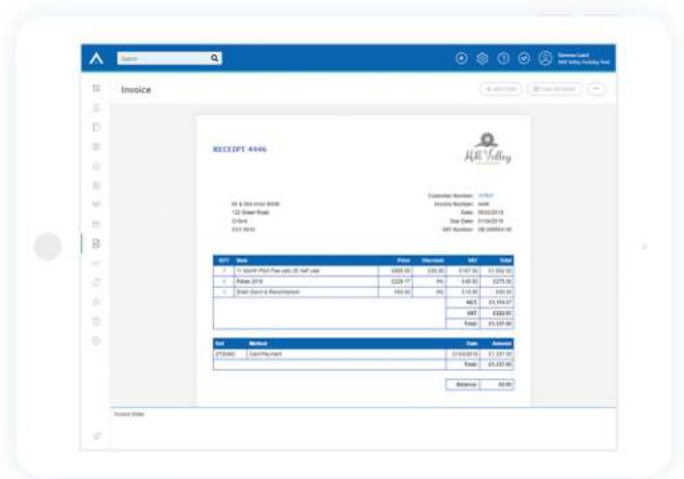
The site map is an interactive colour-coded map of your park which allows you to see at a glance who is currently on each site and the status of their account.

- Detailed map displaying the location of all owner units, rental units, and camping sites.
- Traffic light colour coding helps you to distinguish between overdue payment, pending payments, expired insurance and site fees.
- Access further information quickly by clicking on a unit, providing you with the owners' and unit details.



## SITE FEES, UTILITIES & INVOICING

- Automated batch invoicing allows you to create site fee and utility invoices in one go which can be emailed or posted directly to owners.
- Add and record utility readings simply in CampManager.
- Usage charges are automatically calculated based on previous readings and added to invoices.
- A history of utility readings are automatically recorded.

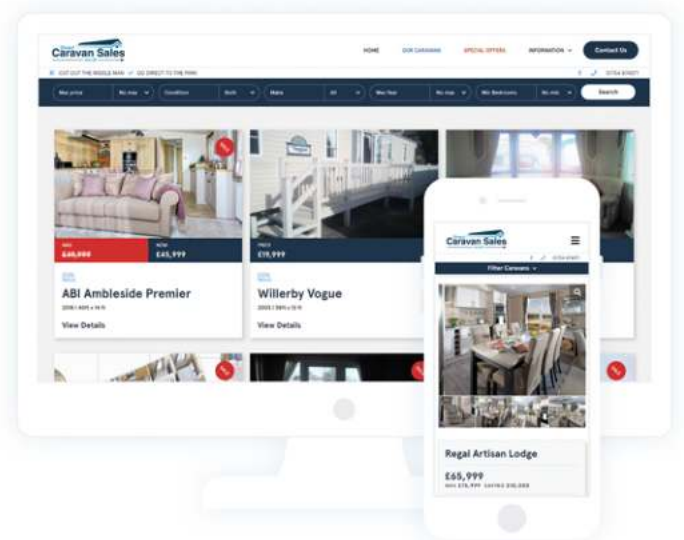


## JOB AND TASK MANAGEMENT

Simply create quotations and invoices for jobs, set priority levels, monitor job status and manage payment collection. CampManager allows you to manage jobs and allocate tasks to staff members, such as; holiday home enquiries, owner repairs and maintenance, site maintenance, handling customer complaints and after-sales.

## STOCK MANAGEMENT

- The stock system can help your staff identify homes based on potential customer requirements and specifications, such as budget, size, make, model.
- CampManager allows you to allocate new owners and create sales invoices when units are sold.
- You can choose to have the stock system integrated into your website, allowing potential customers to browse the caravans and lodges you have for sale.
- Customers can filter search results by price, size, make, condition and year.



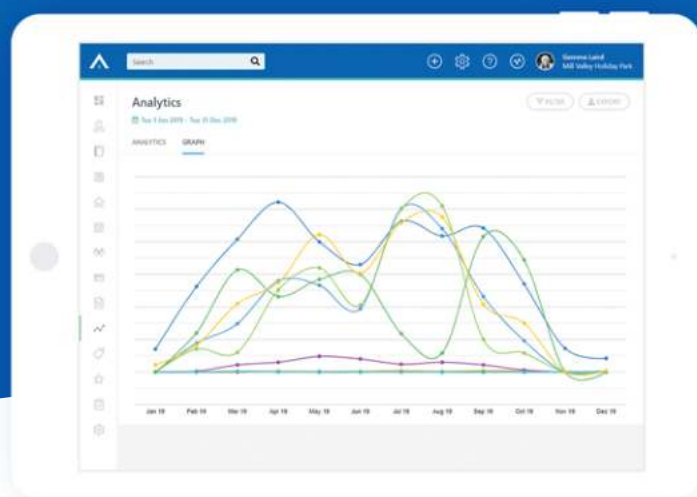
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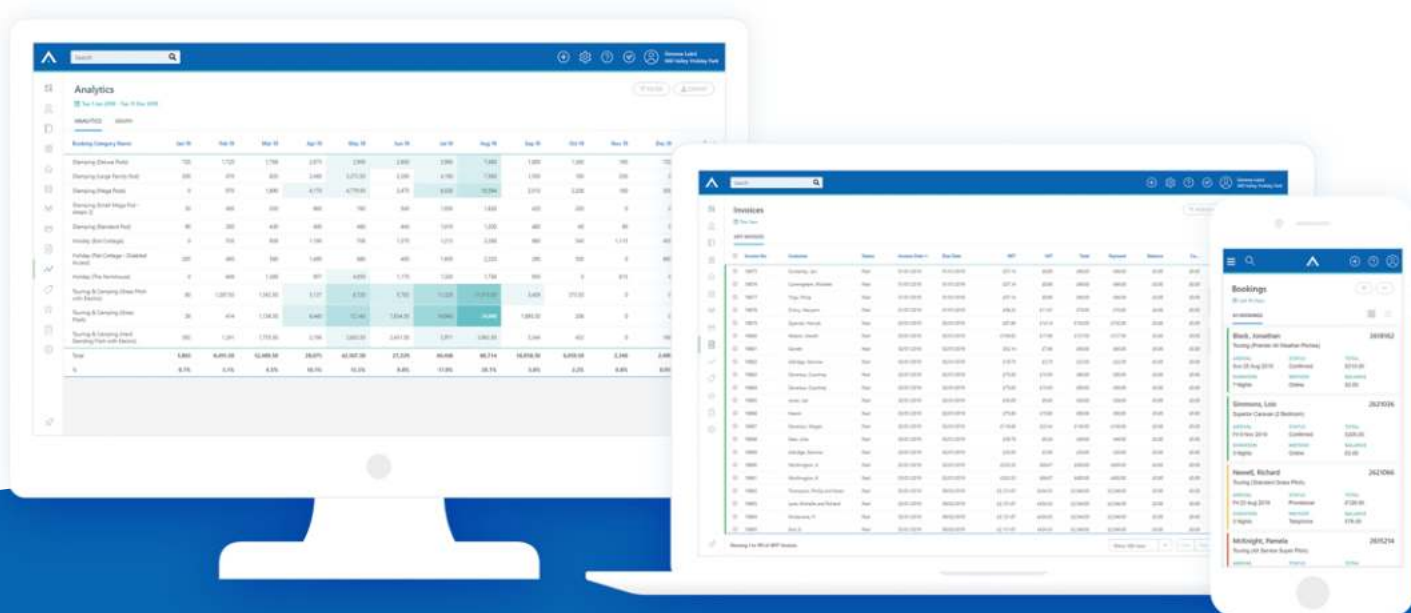
## INFORMATION TO HAND

CampManager allows you to extract financial information quickly and easily. Income over any period can be identified and broken down by category, such as site fees, rates, electricity, rental and touring. This data provides you with the key information you need to make the right decisions.



## KEY FEATURES

- View customers' accounts, including all historic bookings, invoices, and payments.
- Full record of all payments received and payment methods, such as card, cash, BACS and cheque.
- Reconciliation of customer payments and your bank statements.
- Monitor pending and overdue payments using the traffic light system.
- Comprehensive range of reporting, allowing you to identify booking habit trends using historical data.
- Analyse bookings by source, with the best rates of return, helping you evaluate how, when and where to spend your advertising budget.
- Maximise occupancy during quieter periods with quickly created discounts and special offers, all within CampManager.
- Ability to export data to excel for greater data interpretation and forecasting.
- CampManager allows you to fully manage your customers' GDPR compliant data.



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## INVOICES, PAYMENTS AND ACCOUNTS

- Obtain income details by category for any date range.
- Simplify reporting with summaries of total income generated and payments received.
- CampManager records all payments received and the payment methods used such as card, cash and cheque.
- Use CampManager to reconcile payments and bank statements.
- Pending and overdue payments or invoices can be retrieved simply.
- Export invoices and payments to Excel.
- Analyse VAT over any period.
- Breakdown income by nominal and product codes.
- Keep tight control of all invoices generated and payments collected through CampManager.
- Closely monitor pending and overdue payments using the traffic light system.
- See at a glance customers with pending and overdue balances using the interactive park map.

## MANAGEMENT INFORMATION AND ANALYTICS

CampManager provides you with a comprehensive range of reports and detailed information about your park, assisting management with decision making.

- Monitor, analyse and anticipate your activity using reports and detailed management information relating to your park for any date range.
- Identify trends using historic data, allowing you to obtain a better understanding of your clients and their booking habits, enabling you to target customers more effectively.
- Analyse bookings by source, allowing you to identify those that have provided the best return, helping you evaluate how, when and where to spend your advertising budget.
- Export all your bookings details to Excel, enabling you to create your own reports.
- Filter customer bookings by specific criteria, allowing you target specific markets.
- Maximise occupancy during quieter periods and respond quickly by offering discounts and special offers through CampManager.
- View occupancy rates throughout the year using CampManager.
- Drill down statistics by year and month.
- Compare bookings using different variants, such as income by rental type, income by unit, customer nationality, booking source, booking lead time and booking duration.

## CUSTOMER RECORDS AND MARKETING

CampManager allows you to manage and maintain all your data in a central system which can be accessed from any location. Any data that is entered into CampManager can be quickly and easily retrieved, providing you with all the information needed for advertising and marketing.

- Your customer database is updated automatically as bookings are entered.
- Maintain your customer database easily by removing, adding and updating details.
- Blacklist unwanted customers from returning.
- Find customers, bookings, invoices, payments and holiday homes quickly using the comprehensive search facility.
- All data is securely transmitted, stored and backed up.
- View customers' accounts, including all historic bookings, invoices and payments.
- Export all customers details to Excel, enabling you to create your own reports.
- Easily manage your customers' GDPR compliant data.
- Market those customers who only make bookings at certain times of the year.
- Target and entice previous customers to return to your park with promotions and special offers.

