

LIGHTHOUSE BEACH RV PARK & CAMPGROUND

REPORT 15-Oct-26

www.lighthousebeachrvpark.com

Month	Revenue	Occupancy	Prospects	Leads	Reservations	Customer Feedback	Total Reviews Campspot/ Google	Campspot stars/Google stars	Google Ads spent	Revenue attributed to Google Ads	Booked Reservations from Google Ads	Beach Fees
2025												
Oct	\$8,570	17%			18							\$8,775
Nov	\$4,303	11%			6	1 (+)						\$5,360
Dec	\$6,062	13%	2,700	141	26	1 (-) (Price)	? / 47	4.2				\$4,795
2026												
January	\$5,225	13%	6,500	208	21	3 (+) (two 5 stars)						\$4,155
February	\$7,105	17%	8,200	242	41	1 (+) 5 stars 1(-)* laundry concerns	? / 49	4.3				\$4,050
March	\$11,815	18%	14,900	452	53	2 (+) one with 5 stars	? / 51	4.3	\$133	\$52.00	1	\$13,150
April	\$6,459	13%	16,900	384	26	9 (+) two 5 stars; one 4 stars 3 (-) shower issues	? / 55	4.3	\$271	\$1,045.00	6	\$8,335
May	\$5,865	12%	20,100	508	25	5 (+); 3(-) Wifi issues; broken water fountain	? / 55	4.3	\$259	\$1,386.00	7	\$11,133
June	\$6,224	10%	20,700	268	47	5(+)		4.4 / 4.4	\$294	\$334.00	2	\$15,383
July	\$8,377	12%	22,600	782	34	6(+); 2(-); 1 5-star		4.4 / 4.4	\$314	\$27.00	1	\$16,010
August	\$3,304	6%	20,600	665	17	1(+); 1(-); 1- 5-star		4.4 / 4.4	\$316	\$223.00	2	\$10,693
September	\$6,350	11%	19,953	602	33	1(+); 1(-) "request picnic tables for weekly stays" 1- 5star	113/65	4.4 / 4.4	\$314	\$793.00	6	\$7,373
15-Oct	\$7,597	14%	6,597	247	20		115/66	4.4/4.42	\$137	\$3,031.00	10	not posted yet
TOTALS	\$87,256	thru Sept 15							\$2,038	\$6,891.00		\$109,212

Definitions:

Prospects: the number of times the website link was shown to users on Google regardless of whether they click or not

Leads: how many people went on the website after looking a Google

Reservations: Reservations made on Campspot

Recent Google Reviews since the previous report:

10.22.26 - This is a great RV park with several options for activities without having to leave the RV park property. Adlts can fish, swin or exercise and little ones can play in the splash pad, the beach or playground. The park has clean facilities and the property is kept clean and has controlled access. We will definately use this RV park again when we are back in the area. 5 STARS

> The lady welcomed us at the entrance was very appreciative and helped us to get settled in our spot. Treated us very nicely. 5 STARS

Recent Campspot Reviews since the previous report:

> Road noise we were unable to sleep. Spent one night and moved to a campground that was quiet. 2 STARS