

LIGHTHOUSE BEACH RV PARK & CAMPGROUND
 REPORT 18-May-26
 www.lighthousebeachrvpark.com

Month	Revenue	Occupancy	Prospects	Leads	Reservations	Customer Feedback	Total # of Google Reviews	Overall Google stars	Google Ads spent	Google Ads Total Return on Ad Spent (to date)	Booked Reservations from Google Ads	Beach Fees
2025												
January	\$2,159	5%			13							
February	\$2,628	4%			22							
March	\$6,171	7%			39							
April	\$6,087	11%			36							
May	\$10,134	18%			40							
June	\$7,829	16%			29							
July	\$10,975	17%			34							
August	\$9,336	17%			36							
Sept	\$6,650	14%			17							
Oct	\$8,570	17%			18							\$8,995
Nov	\$4,303	11%			6	1 (+)						\$5,185
Dec	\$6,062	13%	1,721	137	28	1 (-) (Price)	47	4.2		n/a		\$4,770
2026												
January	\$5,225	13%	6,363	208	25	3 (+) (two 5 stars)						\$4,155
February	\$7,105	17%	8,088	242	43	1 (+) 5 stars 1(-)* laundry concerns	49	4.3		n/a		\$4,030
March	\$11,815	18%	14,760	453	53	2 (+) one with 5 stars	51	4.3	\$133		1	\$13,150
April	\$6,459	13%	16,754	384	27	9 (+) two 5 stars; one 4 stars 3 (-) shower issues	55	4.3	\$271	126%	2	\$8,335
May thru 18	\$2,934	11%	10,771	247	20		55	4.3	\$150	227%	3	

\$49,539 to date:

\$48,620 thru April 30

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

Google Reviews:

> "Beautiful view of the bay with very nice, well maintained boardwalk and bird watching area. Because of width of site, I had to pull forward to allow room for my drivers slide. That made the electrical hook-up, which was on the wrong side require me chord to reach. The septic location took all 3 of my hoses to reach. The beach was nice butt there was alot of day use traffic " - 4 Stars(He was in a waterfront site)