

Month	Revenue	Occupancy	Propspects	Leads	Reservations	Customer Feedback	Total Reviews Campspot/ Google	Campspot / Google stars	Google Ads spent	Google Ads Total Return on Ad Spent (to date)	Booked Reservations from Google Ads	Beach Fees
June	\$6,224	10%	20,700	268	47	5(+)		4.4 / 4.4	\$294		2	\$15,383
July	\$8,377	12%	22,600	782	34	6(+); 2(-); 1 5-star		4.4 / 4.4	\$314		1	\$16,010
August	\$3,304	6%	20,600	665	17	1(+); 1(-); 1- 5-star		4.4 / 4.4	\$316		2	\$10,693
15-Sep	\$5,873	11%	8,800	320	17	1(+); 1(-) "request picnic tables for weekly stays" 1- 5star	113/65	4.4 / 4.4	\$142	205%	4	not posted yet
\$79,182 thru Sept 15									\$1,729			\$103,313

Definitions: Google Ads Total Reservation Value thru Sept 15: \$ 3,538

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:

- > Quiet park with terrific boardwalk and fishing pier. We'll definitely stay here again.
- > Great place for a weekend getaway. Nice beach and nice walking pier. Has everything one would want. Nice spash pad and a beautiful beach.
- >Loved staying at the park over the Labor Day weekend. Jen the park host was wonderful and very helpful. We will be returning soon to stay.
- >I love the place. It's very clean and each rv pad comes with a patio table.. He beach is very nice wpecially for young kids. Very recommended.
- >This place was amazing very clean very peaceful and very affordable. We'll be back soon.
- >So we occupied an alread booked area BUT we were saved by Jennifer & she was super amaxing at helping our my friends and made sure we had somewhere cool and comfortable to move to and she can and visited to make sure we were fine. Can't wait to visit and hopefully run into her again.
- >Love sitting on the beach at night. Very quiet place. Nice staff.
- >Beautiful Campground and beautiful views. The owner is really nice as well.

LIGHTHOUSE BEACH RV PARK & CAMPGROUND

REPORT 15-Sep-26

www.lighthousebeachrvpark.com

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2 0 2 5												
January	\$2,159	5%			14							
February	\$2,628	4%			22							
March	\$6,171	7%			39							
April	\$6,087	11%			36							
May	\$10,134	18%			42							
June	\$7,829	16%			27							
July	\$10,975	17%			37							
August	\$9,336	17%			37							
Sept	\$6,650	14%			17							
Oct	\$8,570	17%			18							\$8,995
Nov	\$4,303	11%			6	1 (+)						\$5,185
Dec	\$6,062	13%	2,700	141	26	1 (-) (Price)	? / 47	4.2				\$4,770
2 0 2 6												
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				\$4,030
March	\$11,815	18%	14,900	452	53	2 (+) one with 5 stars	?/ 51	4.3	\$133		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		6	\$8,335
May	\$5,865	12%	20,100	508	25	5 (+); 3(-) Wifi issues; broken water fountain	?/ 55	4.3	\$259		7	\$12,608