

LIGHTHOUSE BEACH RV PARK & CAMPGROUND

REPORT

23-Jun-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
2 0 2 5												
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%	2,700	141	28	1 (-) (Price)	47	4.2		n/a		\$4,770

2 0 2 6												
January	\$5,225	13%	6,500	208	25	3 (+) (two 5 stars)						\$4,155
February	\$7,105	17%	8,200	242	43	1 (+) 5 stars 1(-)* laundry concerns	49	4.3		n/a		\$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	27	9 (+) two 5 stars; one 4 stars 3 (-) shower issues	55	4.3	\$271	126%	6	\$8,335
May	\$5,865	12%	20,100	508	28	5 (+); 3(-) Wifi issues; broken water fountain	55	4.3	\$259	227%	7	\$12,608
June thru 15	\$3,983	16%	7,900	268	19	5(+)	112	4.4	\$143	768%	1	\$6,724

\$59,387 thru June 15

\$806

\$67,952 thru June 15

Definitions:

Google Ads Total Reservation Value thru June 15: \$ 6,005

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:

> Love sitting on the beach at night. Very quiet place. Nice staff - 5 Stars

> Beautiful Campground and beautiful views. The owner is really nice as well. - 5 stars

> Great place to stay if you are ever in Port Lavaca! Peaceful & quiet & super close to the beach. - 5 stars