

LIGHTHOUSE BEACH RV PARK & CAMPGROUND

REPORT 26-Jan

www.lighthousebeachrvpark.com

Month	Revenue	Occupancy	Prospects	Leads	Reservations	Customer F # of Google	Overall Google stars
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		
Nov	\$4,303	11%			6 1 (+)		
Dec	\$6,062	13%	1721	137	28 1 (-) (Price	47	4.2
January	\$5,225	13%	5579	208	26 3 (+)		
Feb. thru 24	\$7,250	21%			23 1 (+)	49	4.3

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