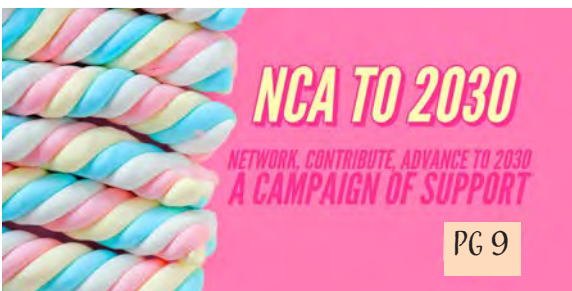


NORTHEAST IN-SITES

THE NEWSLETTER
of the
NORTHEAST CAMPGROUND
ASSOCIATION, INC.



NUMBER 147 MAY 2026



Make sure to find...

AROUND THE STATES - pgs 18 - 23

**Understanding Your Worker's
Compensation Policy - pg 25**

Solving for Yes - pgs 26 - 29

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OUTDOOR HOSPITALITY: A Benefit for NCA Members

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THE HOW:

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How do you get it? Stay a current member.



THE WHAT:

Legal Hotline: Once annually you can email ctaylor@goldbergsegalla.com to get a consultation about your legal issue – free of charge.

Discount: Need more than that? You get a discount of 15% off the normal rates.

THE WHO:



Christine Taylor, Partner

Now a member of a nationally regarded firm, Christine is a recognized leader providing legal services in the outdoor hospitality industry.

Example Services:

- › **Real Estate Matters** – buying, selling, refinancing
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- › **Paperwork** – seasonal licenses, waivers and releases
- › **Litigation** – defense for lawsuits like slip and falls and former employee suits
- › **Liquor Licenses** – applications for stores and restaurants
- › **Consultation** – audited by the DOL? Going to sign with a new vendor? DEC issue?
- › **Workers’ Compensation** – strong defense when you need it

THINGS TO KNOW

This is **not covered by insurance**. Participating members are wholly responsible for payment of legal fees and expenses. This Plan provides specified services at reduced rates to NCA members.

Reach out. We will respond to the best of our ability. We will be upfront about whether or not this is something you would need actual legal representation for. Email at ctaylor@goldbergsegalla.com or call at 518-935-4260.

Please Note. Attorney Advertising. Prior Results do not guarantee a similar outcome.

Celebrating 60 Years of Connection and Commitment

A note from your NCA President

Reaching 60 years is no small milestone, and the Northeast Campground Association's 60th Conference on Camping was a meaningful reminder of the strength and dedication within our industry. I've had the privilege of attending about half of those conferences, and when I look back, one thing stands out—every gathering is filled with people who genuinely care. People who are committed to learning, growing, and paying it forward to enhance the experience of our camping guests.

We are truly fortunate to be part of the Outdoor Hospitality Industry.

At this year's conference, I was gifted the book *Unreasonable Hospitality* by Will Guidara. One idea from the book especially resonated: ***service is black and white, but hospitality is in full color.***

So, what makes an experience unforgettable?

Guidara suggests that while great service is expected, it's the thoughtful, personal touches—the moments that go beyond what's required—that guests remember most. He calls this unreasonable hospitality.

At its core, it's about doing something extra simply because it creates a meaningful connection.

It's About People, Not Just Service

Doing the job well is important, but what truly sets us apart is how we make our guests feel. Genuine interactions leave lasting impressions.

Look for Opportunities to Go Above and Beyond

The best opportunities come from paying attention. Listening closely often reveals simple ways to surprise and delight our guests.

Empower Your Team

Exceptional hospitality happens when team members feel trusted to act, make decisions, and create memorable moments on their own.

Details Matter

Small gestures—a warm greeting, remembering a returning guest, anticipating a need—can transform an ordinary stay into something special.

Culture Drives the Experience

When teams feel valued and supported, that positive energy naturally extends to every guest interaction. The beauty of unreasonable hospitality is that it doesn't need to be extravagant—it just needs to be intentional. Every team member has the ability to create meaningful moments, whether through a small act of kindness, a helpful gesture, or simply taking the time to connect.

As members of NCA, we are part of a community that supports one another, shares ideas, and continually raises the bar for our industry. Together, we have the opportunity—and the responsibility—to go beyond expectations and create experiences our guests will never forget.

Have an amazing 2026 camping season and hope to see everyone in New York at the Great Escape this fall!

At Your Service, *Marcia Galvin*

Hello from Cyndy

Let's begin with a big **Thank You** to everyone that attended the Annual Northeast Conference on Camping & Trade Show in March. Exhibitors and Attendees came to Southbridge to learn and explore. Together, for the 60th time, all present proved that taking the time to share ideas and discuss the issues that effect all campgrounds and RV Parks is extremely valuable and 'well-worth the price of admission'.

In this issue of Northeast In-Sites you will find informational updates from each state association office within NCA, several timely articles on guest service and insurance needs, updates to benefits with Hospitality Connections, details on the next NCA Cruise and more. It is a pleasure putting together each quarterly newsletter for our strong 2026 membership of 574 campgrounds!

NCA's current 'friends' campaign: Network, Contribute, Advance to 2030 is in full swing (find that note on page 9). As of 4/29 our **Thank you** is extended to: **Little Oaks, Pine Acres, Lake George RV Resort, Ole Mink, Buttonwood Beach RV, Sandra & Peter Brown, Cold Springs Camp Resort, Normandy Farms, Countryside, Good Sam, Chocorua KOA, Northeast Campground Brokers, Shir-Roy, The Great Divide, Long Island Bridge, Merry Meadows and Papoose Pond!!**

Have you thought about a banner ad on CampNCA.com to help bring your campground to the forefront of the camping public? A banner, including production by Pelland Advertising, is only \$225 and will be present through April 2027. Call or email me when you have a moment and we will begin the simple process to placement.

Happy Reading!

Cyndy Zbierski, NCA Executive Director ~ (860) 684-6389 ~ cyndy@campnca.com



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Announcing



2026 - 2030

campaign of support



This five year endeavor will support the day-to-day business of NCA, continue to make The Northeast Conference on Camping & Trade Show the best resource for educational opportunities and buying power in the Northeast, and bring NCA campgrounds important added exposure to the camping public.

How can your business participate? Participation is seamless with a simple pledge. What added bonus will your campground have on CampNCA.com in appreciation of the support? And for interested NCA Business Members, what marketing boost will there be on CampNCA.org? Every supporting business will have a special icon showing its participation in *NCA to 2030*. And of course, on the home page of each NCA website all visitors will be alerted to the importance of the added *Thank You* icon. This show of appreciation will continue with each year's pledge payment.

It would be a pleasure to speak with you on *NCA to 2030* or any other NCA question you may have by emailing cyndy@campnca.com or calling (860) 684-6389 at your convenience.



Our business, _____, pledges to support *Network, Contribute, Advance to 2030*. The first contribution of \$126.00 for 2026 is enclosed. (Option: *Pay your entire pledge of support of \$630.00 today and ensure your Thank you icon through 2030.) We understand that the Northeast Campground Association will invoice us for \$126.00 on 11/1/27 11/1/28, 11/1/29, and 11/1/30 making our total commitment of support \$630. Checks may be made payable to NCA and mailed to: NCA, 76 Lamb Road, Stafford Springs, CT 06076. Paying by credit card? Request a payment link or scan this form to cyndy@campnca.com. Your support is appreciated!

Check payable to NCA enclosed. Charge to: MasterCard Visa AmEx Discover

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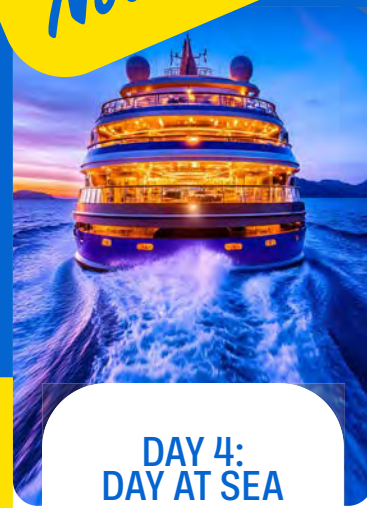


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*Based on gross revenues in years 2-7 as outlined in the Camp Jellystone 2024 Franchise Disclosure Document Item 19
NOTE: This is not an offer to sell a franchise. Offers can only be made after prospect has received the Franchise Disclosure Document. The percentages noted above represent increases for the system as a whole, variations among locations will occur.



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AROUND THE STATES

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(CCOA) www.campconn.com
Jim Whitney, President/CEO



It has been a busy time in Connecticut with some meaningful successes and ongoing significant changes and challenges to our industry. On a positive note, several of our members have added sites to their campgrounds for the upcoming 2026 season. In addition, several more of our campground have gone to year round open...some with a limited number of sites and some with all sites. As the 2025 season came to a close, we continued to have a number of goals and objectives as well as some interesting developments.

Membership - Our 2026 membership remains stable at 47 members. Currently, 94% of Connecticut campgrounds are members. We continue to see a significant number of our campgrounds being sold and changing from family owned to corporate owned. At this point, we are aware of three campgrounds for sale with two campgrounds having been sold in 2025. If all of these sales take place, nearly 35% of our campgrounds will be corporation owned vs. family owned. We expect that this trend will continue for the foreseeable future. The challenge for us will be to engage the new owners and corporations to show them the value and importance of their continued involvement and support of CCOA, as well as providing continued support to our campgrounds that remain family owned and operated.

Marketing - Our 2026 campground guide was available for the first time at the Northeast Camping & RV show in Hartford in January 2026. Over 3,700 guides were distributed in Hartford. Additionally, we created a special membership flyer (4,000 pieces) for use at the Tampa show. In addition to distributing material in Tampa and Hartford, we participated in the Springfield RV show in February (just over 2,600 guides distributed) and Mohegan Sun RV show (just over 1,550 guides distributed) in March. We continue to distribute to the Connecticut Welcome Centers, Eastern Canada, the BIG E, several Triple A offices, multiple RV Dealers & Service Centers and direct mail response. We are always reviewing and considering different marketing options as they present themselves.

Legislative - After last year's success of our inherent risk legislation, we are now in process of informing and educating our members on how to make good use of this landmark bill as well as their responsibilities. We are proud to say that at this point and to the best of our knowledge, we are one of only six states that have successfully put this type of legislation in place. We have no specific legislative proposals for this year's short legislative session. However, we are constantly monitoring various bills as they go through the committee process to ensure there is no content in them that would be detrimental to our campgrounds and our industry.

Research - We continue to conduct an ongoing research program. Our most active and ongoing survey is the Economic Impact of Connecticut Campgrounds. This survey reflects the overall impact of our industry at any given point and is integrated with other industry studies as well as research done by various Connecticut agencies to help give an accurate picture of our industry. This year we will be updating this survey to more accurately represent the changes we've seen in the industry in the last few years. These research projects are particularly critical for our legislative efforts and to show how significant our industry is to the state of Connecticut.

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Maine Campground Owners Association
(MECOA) www.campmaine.com
Kathy Dyer, Executive Director



MECOA EVENTS WRAP UP

MECOA has just completed the 2026 Trade Show, Annual Meeting of the Association, and the 22nd Annual Vacationland RV & Camping Show. We are thrilled to let you know that ALL events were a success. If you were there for any of these events, you saw first hand how well attended they each were! If you were not able to attend we will fill you in on all of the weekends activities...

CAMPGROUND OWNERS SHARING IDEAS AND KNOWLEDGE - PRICELESS OPPORTUNITIES!

We began the weekend with the MECOA Annual Trade Show. A one-day event that hosted 30 vendors who offered a service, product, or education for campground owners & operators to consider using or selling at their parks this season. The day also included an educational seminar on AI and a Campground Owner/Operator Cracker Barrel discussion, a silent auction; for which the proceeds, \$2,936.00, will be donated to the MECOA scholarship fund housed by NCA- and a membership luncheon. This event saw almost 40 campgrounds throughout the day and was sponsored by the following fifteen businesses: Firefly Reservations, Allen Insurance & Financial, Norway Savings Bank, Wilcor International, OHI, O'Brien & Sons, Eljen Corporation, Northeast Campground Brokers, Colliers, SkyWeb Networks Inc, C2 Vehicles, SFC Engineering, Martrek Digital, Acrisure, and Perfect Stitch Embroidery.

Following the Trade Show, MECOA held the Annual Meeting of the Association. There were close to 50 campground owners/managers in attendance - a great turnout! Members heard from Carolann Ouellette: Director of The Maine Office of Tourism, Jane Anderson: Director of Visitor Services of the Maine Tourism Association, Cyndy Zbierski: NCA Executive Director, Jackie Comandini: Manager of Member Experience for OHI, Robby Gross: Chief Forest Ranger for the Maine Forest Service, and MECOA lobbyist Deb Hart.

The membership voted on the 2026-2027 dues for which a 5% increase was recommended by the MECOA board of directors and approved by the members in attendance. The members then voted on the new board of directors, electing 5 board of directors for three year terms. Congratulations to Andrew Allen of Wild Acadia Camping Resort, Chastity Raymond of Powder Horn Family Camping Resort, Philip Roy of Birches Lakeside Campground, Rain Holbrook of Smugglers Den Campground, and Riley Mitchell of Boothbay Craft Brewery & RV Resort.

A note from MECOA President, Mandi Cote...

I am pleased to share that Kathy Dyer, our Executive Director, is beginning her 25th year with MECOA and Laura Joslyn, our Administrative Manager is beginning her 10th year with MECOA.

Thank you to both for their service to MECOA!

Our 2025 Maine Camping Guide was awarded the first ever Andies Award "Excellence in Print Marketing" at the Campground Owners Expo (COE) in Branson MO.

Kathy Dyer recently received the Curtis Fuller Service Award at the NCA conference in March – This award honors individuals who demonstrate extraordinary commitment to the campground community. Congratulations & well deserved to Kathy!



*Congratulations
Kathy!*

Maryland Association of Campgrounds
(MAC) www.mdcamping.com
Deb Carter, Executive Director



Hello from Maryland! As campground owners in the North East, many of us prioritize our high-demand summer season. Each year we must address aging infrastructure, while trying to navigate specific regulations on the local, state, and national levels. Top concerns include rising operating costs, ever increasing guest expectations for premium services and activities, and of course staffing.

When searching for new staff, crafting an ad that is concise, clear, and focused on the candidate, explaining what the employer offers and our company culture is suggested. A key feature for hiring for us is that tourism is one of the largest employment engines in MD. One in every 21 jobs statewide is tourism related, with \$10.5 billion in wages paid to MD workers. Without tourism, Marylander's would have to pay an addition \$1,051 per household just in increased taxes. So, once you've made the new hire, how do you keep them?

Take full advantage of professional development training not just for yourself, but for your staff too. Even our outdoor crew enjoys a few hours of hands-on propane safety updates. This past fall, I asked two of my staff to attend our fall MAC meeting and the Great Escape. They still talk about who they met, what they learned, how awesome the bus tour to DC after dark was and so much more. Important to note – they are both still with us, more engaged and valuable than ever. Take advantage of planned industry meetings, conferences, and even local on-site training that's available.

Our Spring MAC meeting held in March at Cherry Hill Park included presentations from several state organizations – Maryland State Park Service, Maryland Outdoor Recreation Summit, Dark Sky Maryland, and the folks that put on the RV & Van Lifestyle Show in Ocean City MD. Our work with the Maryland Office of Tourism and the Maryland Tourism Coalition are ongoing commitments as well. Learning from our peers and creating these partnerships are invaluable assets.

One more thought - remember to have fun in what you do. Sometimes we are so centered on making sure everyone else is enjoying our campground, we forget to enjoy it ourselves. Happy Camping Friends!

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Massachusetts Association of Campground Owners
(MACO) www.campmass.com
Cynthia Zbierski, President/CEO



Congratulations to the newly elected MACO Board of Directors for 2026 - 2027.

Chairman: Roger Gingras, Sutton Falls Camping Area
1st Vice Chair: Barry Johnson, Bourne Scenic Park
Secretary: Anna Guess-Kuzia, Coastal Acres Campground
Treasurer: Jaelyn Packard DeAcetis, Pine Acres RV Resort
Past Chair: Brian Saunders, Pinewood Lodge Campground
Directors:
Denise Dias, Sun Outdoors Cape Cod RV Resort
Cody Fall, Circle CG of Camp Happy Grounds
Michael Gingras, Sutton Falls Camping Area
Pat Hubbard, Mt Greylock Campsite Park
Michael O'Rourke, Martha's Vineyard Family Campground

Here is a peek at the top take-a-ways shared with the MACO membership in April's Update from the Massachusetts Governor's Conference on Travel & Tourism held March 22 - 24, 2026.

From US Travel By the Numbers in 2025

- Economy Lodging down 1.5% with High End Lodging up 2%.
- Canada tourism down 21% - full recovery by 2030
- Spanish market up 18%
- Opportunities in 2026 - Consumers continue to prioritize travel, Largest March travel ever, Middle Income tax benefits show 3.1B spend on travel with even more spend by higher income group.
- Increase bookings with local collaboration and setting the foundation for expectations when travelers are ready to stay with you.

Brand USA messaging

- Canada - 16M did come "quiet tourism" \$3600 family spend/trip
- Americathebeautiful.com inspiring road trips, noted: campfires, family, sleep under the stars clips targeting active leisure travelers.
- Share your outdoor adventure options with press@the-brandusa.com their partner success portal.

MA Economic Development Secretary

- Trifecta in 2026 - MA250, FIFA & SailBoston, execution challenges.
- Remember out-of-state visitors will be searching "Boston Stadium" for World Cup, not Gillette.
- Procession thru Canal on July 10th to the North Shore with 60 ships. Parade of Sail on July 11th.

TripAdvisor Trendcast 2026

- #1 **Sweat Jetting** - a trip around race or event combined with recovery & relaxing.
- #2 **Kid's World** - Led by child's interests up 19% year over year
- #3 **VIP Tourism** - P for Pet - 260% surge in bookings / other animal experience
- #4 **Future Foodists** - Regional tours/sampling
- #5 **Flex Lux** - Mid-range lodging and add luxury Ala-carte experiences
- #6 **Soft Clubbing** - Music/Mocktails
- #7 **Humanized Hospitality** - 1 on 1 experiences/ above & beyond
- #8 **Extreme & On the Edge** - Off the grid thrills, underground hideouts
- #9 **Investigative Drinking** - Regional spirits, coffee tours, NA, Self-labeled
- #10 **Thrill of the Find** - Vintage, local artisans; hands on workshops; one of a kind experiences/connections.



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Campground Owners of New York
(CONY) www.campnewyork.com
Emily Simmons, President & CEO



CONY is excited to partner with the Northeast Campground Association to host this year's NCA Great Escape! Join us in beautiful Lake George, NY on September 29–30 for two days of connection, learning, and industry insights. The CONY Annual Meeting will take place just prior, on Monday, September 28.



We're pleased to have Lake George Escape Campground as our host property, offering special discounted rates for attendees. Event block rates include WES 30/50 sites at \$40, Premium Cabins at \$95 plus tax (linen included), and Lofted Premium Cabins at \$105 plus tax (linen included). To reserve your accommodations, please call the resort directly at 518-623-3207 ext. 4 and mention the CONY/NCA group to receive the discounted rate. (Be sure to dial extension 4 to reach the campground team directly as the main call center may not be able to accommodate the preferred rates).



Additional area hotel information will be available soon for those seeking alternative lodging options.

We look forward to seeing you this fall for a fantastic Great Escape in Lake George!

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 (NeHaCa) www.nhloverscampers.com
 Jeremy Sprince, Executive Director



Association Membership

Membership with the association remained healthy with 118 members. There is a healthy mixture of corporate, investment and individual owners with a few more campgrounds changing hands this past year.

Seasonal openings are currently higher in abundance than I have seen in years. Tenting seems to be on a downward trend however we did experience a long stretch of questionable weekends early last season which could have been a contributing factor.

New Hampshire Camping Guide

The association has printed 150,000 copies once again this year and is continuing to utilize 6 companies for distribution throughout much of the New England states and some of the bordering areas of Canada. The New Hampshire Welcome Centers continue to be a wonderful outlet for us.

Association Webinars

We have held 2 zoom webinars over the winter months with the goal of informing the membership about benefits and services available to them. We communicate all of the information throughout the year but felt this was a good opportunity to help educate during a slower time of the year for our members. Topics covered included worker's compensation, music licensing, ServeSafe, legal topics and other options available through the partnerships with NHLRA, NCA and Hospitality Connections.

Association Attended Shows

The association attended 5 shows, 6 including our own. The North Carolina show that I had planned to attend was cancelled due to the winter storms they encountered.

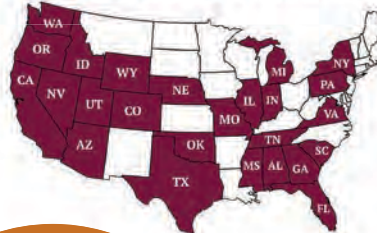
- NYS RV Show, NY
- Northeast RV & Camping Show, CT
- Springfield RV & Camping Show, MA
- New Hampshire Camping & Recreational Vehicle Show, NH
- Vacationland RV & Camping Show, ME

New Hampshire Camping & Recreational Vehicle Show


The 51st New Hampshire Camping & Recreational Vehicle Show was March 13-15 at the Hampshire Dome in Milford, NH. The show was sold out with 88 (10x10 booths) and 29 bulk spaces (15x83 ft each). The attendance was slightly up from the previous year. The dates for the 2027 show are tentatively scheduled for March 12-14, 2027.

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Understanding Your Worker's Compensation Policy

PUBLISHED APRIL 16, 2026

Written by Warren Oliver,

Senior Marketing Executive at Acrisure

Now is a great time to better understand how your workers' compensation policy works, who it covers, and where you may be able to save money.

How Is Your Workers' Comp Premium Calculated?

Your workers' compensation premium is based on a few key factors:

1. Payroll by Job Class

*Each employee is assigned a class code based on what they do.

*Class codes are mandated by the state, and each class has a specific rate.

*Jobs with higher injury risk carry higher rates.

2. Experience Modifier (MOD)

*This is a percentage multiplied by your premium.

*Fewer or no claims over time = lower MOD and lower premium.

*More claims or severe claims = higher MOD and higher costs.

3. State Policy Constant

*A flat cost set by the state to issue and maintain the policy. Unfortunately, this is not negotiable.

* Important: During an audit, you'll be asked what each employee actually does. If an employee is listed as "office staff" but also works around the campground, the auditor can—and likely will—move them into a higher-rated class.

Who Is Covered Under Workers' Compensation?

1. All employees on payroll are automatically covered.

2. Coverage starts on day one, even if someone is injured their first day on the job.

3. Workers' comp pays for:

*Medical expenses related to the injury

*Lost wages (indemnity) while the employee is out of work.

*Disability or settlement payments if the injury limits future earning ability.

Where Owners Can Save Money:

Sole proprietors and LLC owners can exclude themselves.

*This can be done when applying for coverage or anytime during the policy year

*It requires a signed, formal exclusion

Employees cannot be excluded

*Unless they carry their own workers' comp policy

Very Important: Who Is Not Covered?

Volunteers are **NOT** covered by workers' compensation

*Seasonal campers or volunteers helping around the campground are not insured.

*Workers' comp is based on payroll—if they aren't paid, no premium is collected for them.

For example, after a storm, volunteers helped clean up debris. One volunteer was injured, and the claim had to be handled under general liability, not workers' comp. That claim went on the campground's loss history and increased the liability premium.

"If Any" Policies Explained

*In many states, workers' comp is required—even if you don't think you have employees.

*These policies are written on an "if any" basis.

*You're audited at year-end, and if you had any payroll at all, you're charged accordingly.

Independent Contractors: Protect Yourself

If someone is doing work for your campground and they get hurt and they don't have their own workers' comp policy they can file a claim against your policy.

- Always request a Certificate of Insurance (COI).

- Make sure workers' comp is listed on the COI.

- Keep it on file. If you don't have workers' comp and a claim occurs, you could be paying out of pocket.

Workers' Comp Has Unlimited Benefits—But Read the Fine Print

Workers' compensation pays unlimited amounts for employee medical and wage benefits.

The limits listed on the policy apply if:

*An employee is injured due to negligence or faulty equipment.

*They sue the campground.

Contrary to common belief, employees can sue their employer in certain situations.

Solving for Yes

by Larry Brownfield
Assistant Vice President Franchise Development
Kampgrounds of America

How campground operators create win-win experiences for guests, staff, and their bottom line.

My mentor former KOA CEO Jim Rogers said that a “Campground is the last small town in America.” That makes you the owner/operator the: Mayor, Sheriff, Water Department, Electric Company, Sanitation Department, Garbage Collection & Animal Control and much more! Running a campground isn’t for the faint of heart. You’re part host, part problem-solver, part peacekeeper, and part visionary. Every day brings a new challenge. But for the most successful campground owners, these moments aren’t headaches. They’re opportunities to build relationships. They’ve learned to approach these situations with a powerful mindset: **“Solve for yes.”**

What “Solving for Yes” Really Means

“Solving for yes” doesn’t mean saying yes to every request, discount, or demand. It’s not about bending rules or giving things away for free. Instead, it’s about finding a positive path forward—a solution that works for both the guest and the business.

It’s a mindset of: “How can we make this work?” It’s a shift from “No, we can’t do that” to “Let’s see what we can do.” When your team approaches challenges this way, you transform your campground’s culture. Suddenly, every guest interaction becomes an opportunity to strengthen loyalty, build trust, and deliver memorable experiences that drive repeat business — a way to make things work without compromising your standards, your time, or your bottom line. When you lead your business with that mindset, you build a reputation for

helpfulness and hospitality that no marketing campaign can buy. In the world of Outdoor Hospitality, where word-of-mouth (social media & reviews) drives bookings, that reputation is gold.

The “NO” Trap

Every campground has rules and limits, and they exist for good reasons. But if “no” becomes your default answer, it can chip away at the personal charm that makes your campground. It’s easy to fall into the “no” trap.

- “No, check-in is at 3:00.”
- “No, we don’t allow late checkouts.”
- “No, we can’t do that.”

Sometimes, those answers are technically correct—but they can feel cold or rigid to a guest who’s just looking for a little flexibility. Over time, too many “no” answers create an environment where guests stop asking and stop coming back.

When you **“solve for yes,”** the conversation changes. Instead of: “No, we don’t have any (fill in the blank with a item you rent) left.” You might say: “We’re out of _____ right now, but we expect a few back shortly. Can I put your name on the list and text you as soon as one’s ready?” It’s the same information—but a completely different feeling. The guest hears: We care. We’re trying. We want to make this work

The Power of Positive Solutions

Guests remember how you make them feel more than what you say. “Solving for yes” ensures they feel heard, respected, and appreciated—even when you can’t give them exactly what they want.

Here’s how that mindset looks in action:

The Early Check-In Request: A guest arrives before noon. Instead of “No, check-in isn’t until 3,” try:

CONTINUED ON PAGE 28



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The Broken Rule Moment: A family doesn't leash their dog. Instead of barking back a warning, try: "We love seeing happy dogs here. For everyone's safety, could you help us out by keeping yours on a leash? That way, everyone—including your pup—has a great stay." Respectful correction keeps the tone positive and reinforces community values.

The Unexpected Issue: A guest reports that the Wi-Fi isn't working or a shower head broke.

Instead of promising to "get to it later," you or your team can respond: "Thanks for letting us know — that's not how we want your stay to go. I'll head over right now to take a look."

The fix may be small, but the guest will remember the urgency and care.

When campground operators have the advantage of flexibility. You can make judgment calls in the moment — and those moments often turn one-time guests into lifelong fans.

Training Your Team to "Solve for Yes"

Whether you have a small team or a large team, this philosophy works best when it becomes a shared language across your entire operation—from front desk to housekeeping to maintenance. Here are three steps to help you build that culture:

1. Empower Decision-Making

Give your staff permission to use good judgment. If every small decision must go through management, the "yes" moment disappears under red tape. Let your team know they have permission

to make small fixes or goodwill gestures without running every question through you.

- Create simple guidelines: Staff can offer small perks (like firewood, ice, or extended time) to resolve issues under a certain dollar amount.
- Encourage them to use empathy statements like, "I completely understand why you'd want that," or "Let's see what we can do."
- Reinforce that their goal isn't to bend rules—it's to find solutions within your standards.

2. Model the Mindset

As the owner or manager, your tone sets the culture. When staff see you handling complaints or requests with patience and creativity, they'll follow suit.

- Share real examples of "yes" moments during team meetings. "Here's how we solved this last week — that's the kind of service that keeps people coming back."
- Celebrate employees who go the extra mile to help guests. The more your team sees that behavior rewarded, the more it becomes second nature. A simple, "Nice job finding a way to say yes," reinforces the culture you're trying to build.

3. Build Flexibility into Your Systems

Sometimes, "no" is the only option because your systems don't allow flexibility. Look for small adjustments that give your team room to maneuver:

- Add buffer time in your booking system for early check-ins or late checkouts.
- Keep a few "open" sites or rental items for emergencies.
- Offer self-service solutions (like late check-in packets or online check-in) to make "yes" easier. Offering mobile-friendly communication — texting or online payments can make guest interactions smoother.
- A little operational foresight makes it easier for your team to delight guests instead of disap-

pointing them.

When your processes have built-in flexibility, “yes” comes naturally.

Why “Yes” Pays Off

Guests don’t expect perfection — they expect effort. When they see that you’re trying to find a solution, even when the answer can’t be exactly what they wanted, it builds trust.

Guests who feel heard and helped are more likely to return—and to tell others about their great experience. Word-of-mouth and online reviews are powerful drivers of campground business, and most positive reviews include one common theme: someone cared enough to help. A “yes” culture doesn’t just boost satisfaction—it builds loyalty. Guests who trust that you’ll try to find a solution are far more forgiving when things go wrong. That translates directly into repeat visits and higher revenue. Plus, your staff benefits too. Employees who are empowered to create positive outcomes feel more ownership and pride in their work. They become **problem-solvers, not policy enforcers**—and that shift makes your whole operation stronger.

Knowing When “No” Still Matters

Of course, “solving for yes” doesn’t mean ignoring rules or compromising safety. Some situations require a firm “no,” but even then, the delivery matters. Consider the following:

- **Be direct and concise.** Avoid giving long-winded excuses, which can weaken your position and invite the guest to argue or try to change your mind. A simple, clear statement is most effective.
- **Use a polite tone.** Your tone of voice and body language are just as important as your words. Maintain a respectful and friendly demeanor to show that your refusal is not a personal rejection. For in-person conversations, good eye contact is essential.
- **Provide a brief, honest reason.** Sometimes

a short, honest explanation can give context to your “no” and prevent the other person from feeling dismissed.

- **Offer an alternative.** If possible, suggest another solution. This shows that you are still willing to help, just not in the way or at the time requested. You can even suggest another person who might be able to help. This brings you back to the “yes” mindset.

- **Stay firm and consistent.** After you’ve given your answer, stand your ground. Changing your mind later can show others that your “no” is not final and that they can pressure you into saying “yes”.

The key is empathy — recognizing the guest’s intent and responding with understanding.

A Mindset That Grows Your Business

At its heart, “solving for yes” is about seeing every guest interaction as an opportunity to serve. It’s a simple shift in mindset that turns routine moments into memorable ones. It’s not about customer service scripts — it’s about heart, ownership, and creativity. When you and your team approach every challenge with creativity, empathy, and flexibility, your campground becomes more than just a place to stay—it becomes a place people love. And when your guests feel that you’re truly on their side, they become your best marketers. They post about you, they bring their friends, and they plan next year’s trip before they’ve even packed up this one.

So next time a guest brings you a challenge, an unexpected request, or a situation feels like a dead end — take a breath and ask yourself: **“How can I solve for yes?”** That single question can transform not just the interaction, but the future of your business.

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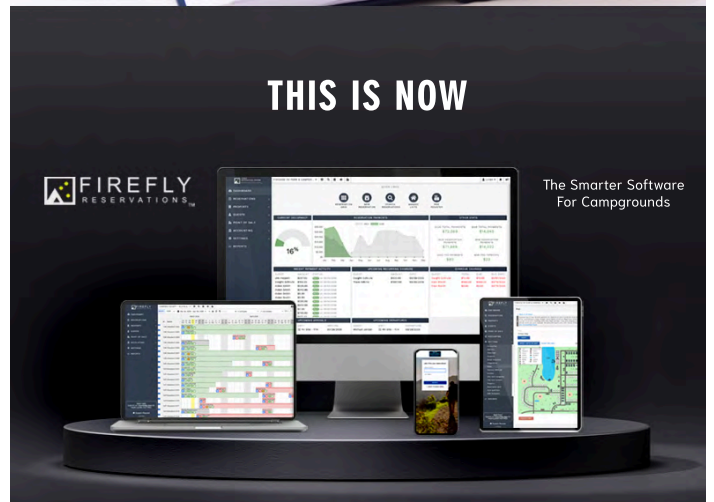
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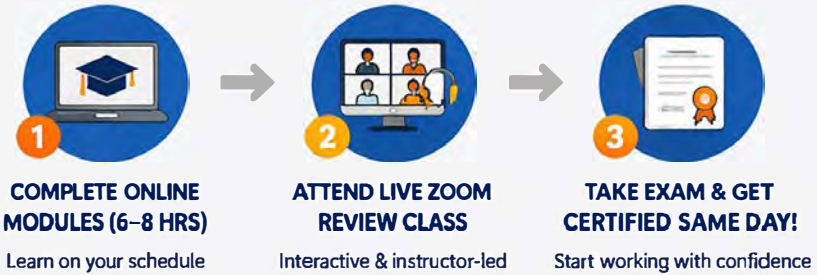


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