



## **Deluxe Cabins: Open House Best Practices**

### **Online**

- Add your KOA.com feature tags in KampSight.
- Don't forget to add multiple cabin photos in KampSight.
- Tie your Open House into your social media strategy. Promote when you are going to have your Open House on your campground's Facebook page.
- Make sure your rates are set early
- Send out a Constant Contact email letting your customer base know about the Open House/Deluxe Cabins.

### **Campground**

- Get a sandwich board and set it on the campground letting people know that a cabin is available. Use the Open House Wobblers strategically to draw traffic.
- Designate a time for the Open House to take place. This will allow you to staff and prepare for the event. Possibly have a two hour time frame that you're open for.
- Make your customizable wobblers (available at [www.koawobblers.com](http://www.koawobblers.com))
- Make sure you're advertising your cabins around the campground. Put up flyers in the laundry rooms, bathrooms and other community areas.
- Display your Open House signage in a professional manner (no duct tape, etc.)

### **Cabin**

- Put a guest book in the cabins to capture comments for others to read.
- Make sure to have "pass alongs" in the cabin during your Open House—Directories, Cabin brochures, and customized coupons with an offer are great. Also, create a flyer letting people know the prices, floor plans and amenities of all of your cabins.
- Food! Whether it's a plate of cookies, or popcorn and lemonade, have some food around. Better yet, host your Ice Cream Social there during the Open House and you're sure to draw a crowd.
- Staging—make sure the cabin is clean inside and outside. Have the beds made up, including the loft if you have one. Even if you just lay out sleeping bags, it will help campers visualize what it looks like.
- Make sure your Open House is staffed with a knowledgeable, friendly person who is capable of answering any questions that may come up.
- Have a computer in the cabin that you can take booking on or capture email addresses with.
- Have a special offer. Run a contest for those that come to the Open House for a free night, or hand out coupons to encourage them to come back and book.
- Have print outs of the floor plans and pricing available to hand out.



### **Follow Up**

- Say THANK YOU! Don't forget to thank people for coming. You can even follow up with a thank you email to them, reminding them of the great benefits of deluxe cabins.