



CALAWAY RV PARK & CAMPGROUND - CALGARY, AB

WEBREZPRO CASE STUDY:

Calaway Park

— RV PARK & CAMPGROUND —

AMUSEMENT PARK CAMPGROUND SEEKS CLOUD PROPERTY MANAGEMENT SOFTWARE WITH SEAMLESS ONLINE BOOKINGS TO “GET IT RIGHT THE FIRST TIME” FOR CAMPERS.

www.calawaypark.com



A promise of summertime family fun, Calaway RV Park & Campground is located right next to [Calaway Park](#) — the largest outdoor family amusement park in Western Canada and one of Calgary, Alberta’s top attractions.

Calaway RV Park & Campground was established in 1992 to provide amusement park visitors with convenient, safe and fun accommodation and it’s proven to be a great success over the years. The pleasantly landscaped campground with views of the Rocky Mountains features 104 campsites and caters to approximately 4,150 reservations during its short 100-day season.

A campground as busy as Calaway can’t afford to fumble through reservations, maintenance and accounting. Complementing the Calaway Park experience, the Calaway RV Park & Campground is focused on creating a family-friendly environment for campers. “We want to get it right the first time for our campers and their reservations,” said Bob

Williams, General Manager of Calaway Park, “we want their Stay and Play experience to be as hassle free as possible. The park and the campground are an experience and extension of each other.”

STRATEGY FOR SUCCESS

- » Real-time inventory management
- » Integrated online bookings
- » Easy to use (for campers booking online and staff)
- » Anywhere access
- » Flexible rate and package management
- » Campground setup

Driven by the goal to provide campers a happy and hassle-free stay, management decided a proven [property management system](#) (PMS) with integrated online bookings was key to the campground’s success. “Our number one decision was to make the move to a real-time, accurate, easy-to-use system for our guests. We wanted to ensure our campground inventory was maximized.”

Another important factor was the ability to access the PMS from anywhere onsite and offsite, too; campground staff and park management are just too busy to be chained to a desk all day.

While accuracy, ease of use, and anywhere access were the chief characteristics Williams and his team were looking for in a PMS, they needed a system that also catered to the specific operational needs of Calaway RV Park & Campground. The PMS had to accommodate a range of campsites with varying utilities and rate types (full-service pull-through, full-service back-in, power only and non-serviced sites), group bookings, and various packages and add-ons like Calaway Park tickets.

SOLUTION FOR SUCCESS

WebRezPro Cloud PMS offered Calaway RV Park & Campground the accurate, easy-to-use, mobile solution they were looking for. As a cloud-based system, WebRezPro runs via the Internet, eliminating the hassle of software installation and allowing staff to securely access the system from any computer or mobile device connected to the Internet, anywhere.

Offering real-time online bookings that are fully integrated with the PMS, and the capacity to sell a range of packages and add-ons online, WebRezPro's booking engine promised to meet Calaway's top priority: an accurate, easy-to-use online reservation system for their guests.

The PMS also fit the bill for flexible rate and package

management. In addition to various rate types, Calaway offers guests a range of special packages and booking options that include amusement park admission and meal vouchers, and these can all be sold via WebRezPro's online booking engine.

"WebRezPro is affordable, yet it is a big-league system."

Bob Williams, General Manager
Calaway Park

Furthermore, as a campground management system, WebRezPro features customized inventory setup, allowing sites to be designated relevant utilities (power, water, sewer) and availability searches to be limited to specific requirements, if desired.

WebRezPro offered Calaway RV Park and Campground all the features they needed at a very reasonable price. "WebRezPro is affordable, yet it is a big-league system," said Williams.

Within two months of sign-up and after three live online training sessions, WebRezPro PMS, complete with online bookings, was fully functional at Calaway RV Park & Campground. Management found setting up units and rates quick and easy to complete. "The layout is very user friendly and can accommodate the many packages and options campers have when staying with us," commented Campground Supervisor, Samm Rae.



SUCCESSFUL RESULTS

Calaway RV Park & Campground has been using WebRezPro PMS to help provide a hassle-free Stay and Play experience to their guests since 2006.

Calaway's top priority — a real-time, fully integrated and easy-to-use online booking system — is now an everyday reality. Through their WebRezPro online booking engine, the campground can sell reservations for all sites and rate types, multiple sites in a single booking, and special packages. Guests can also choose to add discounted amusement park tickets to their campsite reservation as a booking option. "Being able to offer different packages, rate types and additional add-ons (like our Calaway Park tickets) is wonderful for our campers that book through our website. Everything is laid out in a user-friendly manner and easy to understand," said Rae. "Packages are communicated a lot better in WebRezPro PMS versus what we used before. Being able to list what is included in the package (including price) right on the reservation screen is super helpful and allows campers to see their different options on one screen."

On the back end, too, Williams and Rae are impressed with WebRezPro's flexible yet logical rate and package management. WebRezPro permits unlimited rate types and changes with "day-of-week" pricing, as well as daily overrides for unmatched rate flexibility. "Changing pricing and dates for our units each season is quick and easy to complete," said Rae.

Rae confirmed that since implementing WebRezPro PMS, operations at Calaway RV Park & Campground are much more streamlined. The ability to access the PMS from anywhere onsite and offsite has proved to be as practical and efficient as management hoped; "anywhere access is very helpful for me when problem solving issues that arise when I am not at the campground," commented Rae. WebRezPro's reporting functions have helped speed up administrative processes. For example, when comparing monthly reservation revenue to what was sold and reserved on the PMS, "being able to pull the report up on the webpage, as well as import it into Excel, makes this step a lot quicker and easier to complete," shared Rae. And training

is a breeze; “new staff members learn the system easily and feel comfortable about using it quickly.”

“WebRezPro has brought us to a place where RVers know what to expect when making their reservations. It has brought us to a current, up-to-date system,” summarized Rae. “As a campground PMS, WebRezPro makes it easy to keep organized and gives us the ability to make changes, move campers’ sites, as well as track previous history in an easy-to-use manner. The system is laid out well and is easy to understand for employees who are new to problem solving with a PMS system.”

“A system that is reliable and quick to use is key – WebRezPro is both,” Rae concluded.

- » All rate types, packages and add-ons can be sold online
- » Packages are communicated clearly to campers booking online and the online booking process is easy to understand

“A system that is reliable and quick to use is key
— WebRezPro is both.”

Samm Rae, Campground Supervisor
Calaway Park

- » Changing prices and rate availability every season is quick and easy for campground management to complete
- » Anywhere access ensures service-centered issues are resolved much more quickly than in the past
- » New staff feel comfortable with using the system quickly
- » WebRezPro streamlines daily operations by making it easy to modify reservations, move campers’ sites, and track previous history effortlessly
- » Calaway RV Park & Campground has been a happy customer of WebRezPro PMS since 2006

WebRezPro™ is a cloud property management system designed to meet all front- and back-office needs of independent hotels, hotel groups and chains, vacation rental management, inns, campgrounds and hostels. Serving hundreds of clients in 20 countries, WebRezPro is a product of World Web Technologies Inc., a pioneering Internet marketing and software company for the tourism and hospitality industries since 1994.

Visit www.webrezpro.com or call 1-800-221-3429 for more information and a free demonstration.