



Camperland

12405 Pennsylvania 618
Conneaut Lake, PA 16316
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[Email Here/website](#)

Communication Audit

Background:

Camperland was founded in Conneaut, in 1986. Camperland is located across from Conneaut Lake Park on Route 618.

Employment:

Camperland has one fulltime employee named Audrey King. There is a part-time employee who lives at Camperland to handle the check-ins and calls during the off hours. Camperland has two outside employment services

- Housekeeping (clean the bathrooms, showers, cabins, etc.)
- Landscaping (mowing, trimming, etc)

There is also security, handled by a private security firm, on the weeks and during the holidays. Assistance from the local police department is also available.

Camp Sites:

Wooden tents, full hook-ups and tents sites are available:

- Hookup daily rates are \$35.00, tent sites are \$22.00, and wooden tents are \$45.00.
- Weekly rates are full hookup are \$203.00, tent sites are \$133.00 and wooden tents are \$266.00.
- And monthly rates for full hookup are \$720.00, tent sites are \$480.00 and wooden tents are \$1,020.00.

At each campsite, there is a fire pit and a picnic table available. Also available at Camperland is:

- A Convenience Store
- Laundromat
- Free hot showers
- Flush toilets
- Playground
- A nearby public boat launch



Tactics in use:

- Newsletter: sent out whenever the campground has any information to share with their community.
- Website: the website is being used to show what Camperland offers, check-in and out times, prices, payment types and a reservation number.
- Social Media (For Conneaut Lake Park): there is a facebook page where people can ask questions and for Conneaut Lake Park to promote special events and to let people know what is going on throughout the park.

Suggestions:

Camperland is already a thriving part of Conneaut Lake Park. Our team has been working diligently to come up with a thoughtful list of suggestions that will enhance Camperland even more.

Dock Events:

- Puppy Swim (August 6th)
- Boat Show (Fathers Day weekend, June 18th)

Camperland Events:

- Conneaut Kid's Weekend (July 8-10)
- 25th Anniversary (August 19-21)
- Trick-or-treat (September 30-October 2)

This will help bring families back or bring in new families. Having events where children are able to participate will show the families that Camperland is where they should go to camp every year. This could create family traditions.

Website:

- Update the prices for 2011
- Post new pictures of campers and the wooden tents
- Include a reservations link so people can make reservations online
- Add a mission statement and a boiler plate

