

# 30 Days to Impact: *How Sandy Pines Turned Campground Clicks into Bookings*

## Overview

Sandy Pines, a unique campground offering one-of-a-kind accommodations, wanted a way to showcase the full range of experiences on property. Their goal was to turn website visitors into guests by highlighting the charm and personality of their campground in a more engaging way.



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Inspire every traveler's journey  
your hotel



## Problem Statement



With a variety of accommodations and activities, Sandy Pines had a story to tell but lacked a digital platform that could truly bring it to life. They needed a solution to:

- Highlight their unique lodging and campground experiences
- Increase visitor engagement and time on site
- Drive higher conversions and direct bookings

## Solution

Sandy Pines implemented Hovr's interactive technology to create a dynamic digital experience. By using features like Fill, Anchors and Highlights, they:

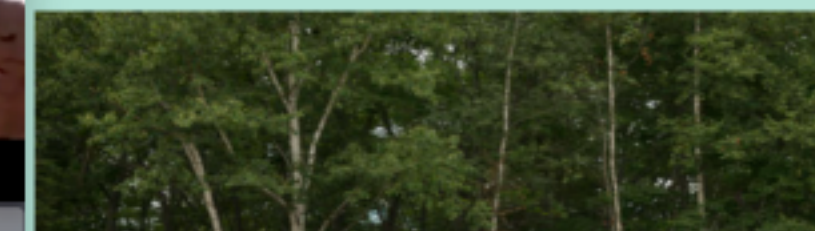
- Turned static images and text into interactive touchpoints
- Guided visitors through key accommodations and experiences
- Made it easy for potential guests to explore, engage, and book



### GLAMPING RENTALS

If you've never been camping before or are seeking the comforts of a luxury hotel room with more privacy and fresh air, Sandy Pines Campground has a glamping option you're sure to love. We offer camp tents for couples as well as families of four that will make you feel like you're on safari. If you prefer the security of four sturdy walls, we have camp cottages and family camp cottages that are like cabins on wheels. Whichever glamping option you choose, you'll enjoy comfortable bedding, heat/AC, lighting and plenty of outlets to keep your devices charged. Explore all of our **glamping rentals**.

**Case note:** All of our Glamping Rentals are designed for a maximum of two guests, with the exception being Family Camp Cottages and Family Safari Tents. Pets are not allowed in the Glamping rentals.



### SEASONAL PARK MODELS FOR SALE

The most affordable summer homes in Kennebunkport, our park models are tiny homes with big value. Manufactured by Woodland Park, these one-bedroom seasonal escapes have all the comforts of home, including air conditioning, full bath, living room with a queen-size bed, kitchen, and more.



## Results

In just one month, Sandy Pines successfully transformed their website into a captivating, conversion-driven platform that highlights the unique experiences only they can offer.

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*ROI*

# 33.4%

*Click Through Rate*

# 35.6%

*Hovr Conversion Rate*

The interactive design guided guests naturally through the booking journey, encouraging them to learn more about each lodging option and campground experience. This elevated engagement translated into significantly higher conversions, turning casual browsers into confident bookers.

Click-throughs on interactive calls to action were strong, showing that visitors were not only exploring but actively engaging with key areas of the site.

The enhanced experience also helped the resort stand out in a competitive market, creating a sense of excitement and connection that encouraged repeat visits and stronger brand loyalty.

