

# West Branch Secret Campground & RV Park, Michigan

OGEMAW COUNTY

## A RoverPass Case Study



The West Branch Secret Campground & RV Park is a hidden gem in Michigan. It boasts awesome camping and RV experiences, all nestled amidst stunning landscapes dotted with lakes and walking trails.

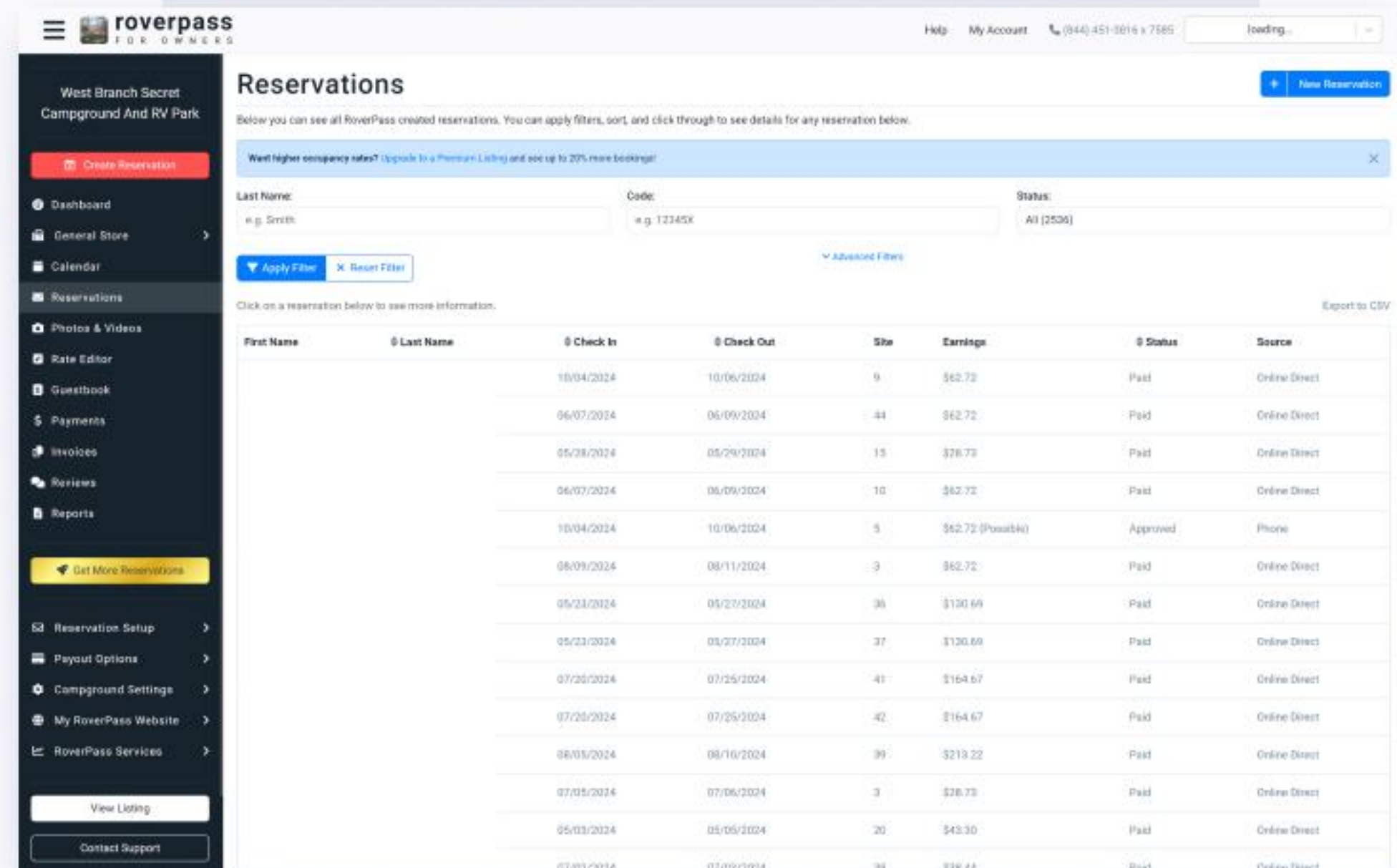
The Ogemaw County Parks and Recreation Commission oversees the property, traditionally with the help of park managers. Busy summers and staffing needs led the board to searching for a way to save time.

After comparing competitors and speaking with other properties in the area, the board decided to go with the RoverPass Central Reservation System.

### How did we do?

The phone stopped ringing

*"RoverPass has taken the hassle of reservations out of our hands. Spending 20 minutes on the phone, just to hear a never mind or not interested... That's all gone."*



Site Name	Check In	Check Out	Site	Package	Status	Notes
10/01/2024	10/01/2024	10/01/2024	1	\$10.00	Full	10/01/2024
10/02/2024	10/02/2024	10/02/2024	10	\$10.00	Full	10/02/2024
10/03/2024	10/03/2024	10/03/2024	10	\$10.00	Full	10/03/2024
10/04/2024	10/04/2024	10/04/2024	10	\$10.00	Full	10/04/2024
10/05/2024	10/05/2024	10/05/2024	10	\$10.00	Full	10/05/2024
10/06/2024	10/06/2024	10/06/2024	10	\$10.00	Full	10/06/2024
10/07/2024	10/07/2024	10/07/2024	10	\$10.00	Full	10/07/2024
10/08/2024	10/08/2024	10/08/2024	10	\$10.00	Full	10/08/2024
10/09/2024	10/09/2024	10/09/2024	10	\$10.00	Full	10/09/2024
10/10/2024	10/10/2024	10/10/2024	10	\$10.00	Full	10/10/2024
10/11/2024	10/11/2024	10/11/2024	10	\$10.00	Full	10/11/2024
10/12/2024	10/12/2024	10/12/2024	10	\$10.00	Full	10/12/2024
10/13/2024	10/13/2024	10/13/2024	10	\$10.00	Full	10/13/2024
10/14/2024	10/14/2024	10/14/2024	10	\$10.00	Full	10/14/2024
10/15/2024	10/15/2024	10/15/2024	10	\$10.00	Full	10/15/2024
10/16/2024	10/16/2024	10/16/2024	10	\$10.00	Full	10/16/2024
10/17/2024	10/17/2024	10/17/2024	10	\$10.00	Full	10/17/2024
10/18/2024	10/18/2024	10/18/2024	10	\$10.00	Full	10/18/2024
10/19/2024	10/19/2024	10/19/2024	10	\$10.00	Full	10/19/2024
10/20/2024	10/20/2024	10/20/2024	10	\$10.00	Full	10/20/2024
10/21/2024	10/21/2024	10/21/2024	10	\$10.00	Full	10/21/2024
10/22/2024	10/22/2024	10/22/2024	10	\$10.00	Full	10/22/2024
10/23/2024	10/23/2024	10/23/2024	10	\$10.00	Full	10/23/2024
10/24/2024	10/24/2024	10/24/2024	10	\$10.00	Full	10/24/2024
10/25/2024	10/25/2024	10/25/2024	10	\$10.00	Full	10/25/2024
10/26/2024	10/26/2024	10/26/2024	10	\$10.00	Full	10/26/2024
10/27/2024	10/27/2024	10/27/2024	10	\$10.00	Full	10/27/2024
10/28/2024	10/28/2024	10/28/2024	10	\$10.00	Full	10/28/2024
10/29/2024	10/29/2024	10/29/2024	10	\$10.00	Full	10/29/2024
10/30/2024	10/30/2024	10/30/2024	10	\$10.00	Full	10/30/2024
10/31/2024	10/31/2024	10/31/2024	10	\$10.00	Full	10/31/2024

By allowing their guests to book stays online through RoverPass, the board immediately found an answer to one of their biggest time sinks. The day-to-day hassle was replaced with smooth operations, even when they were in between on-site managers.

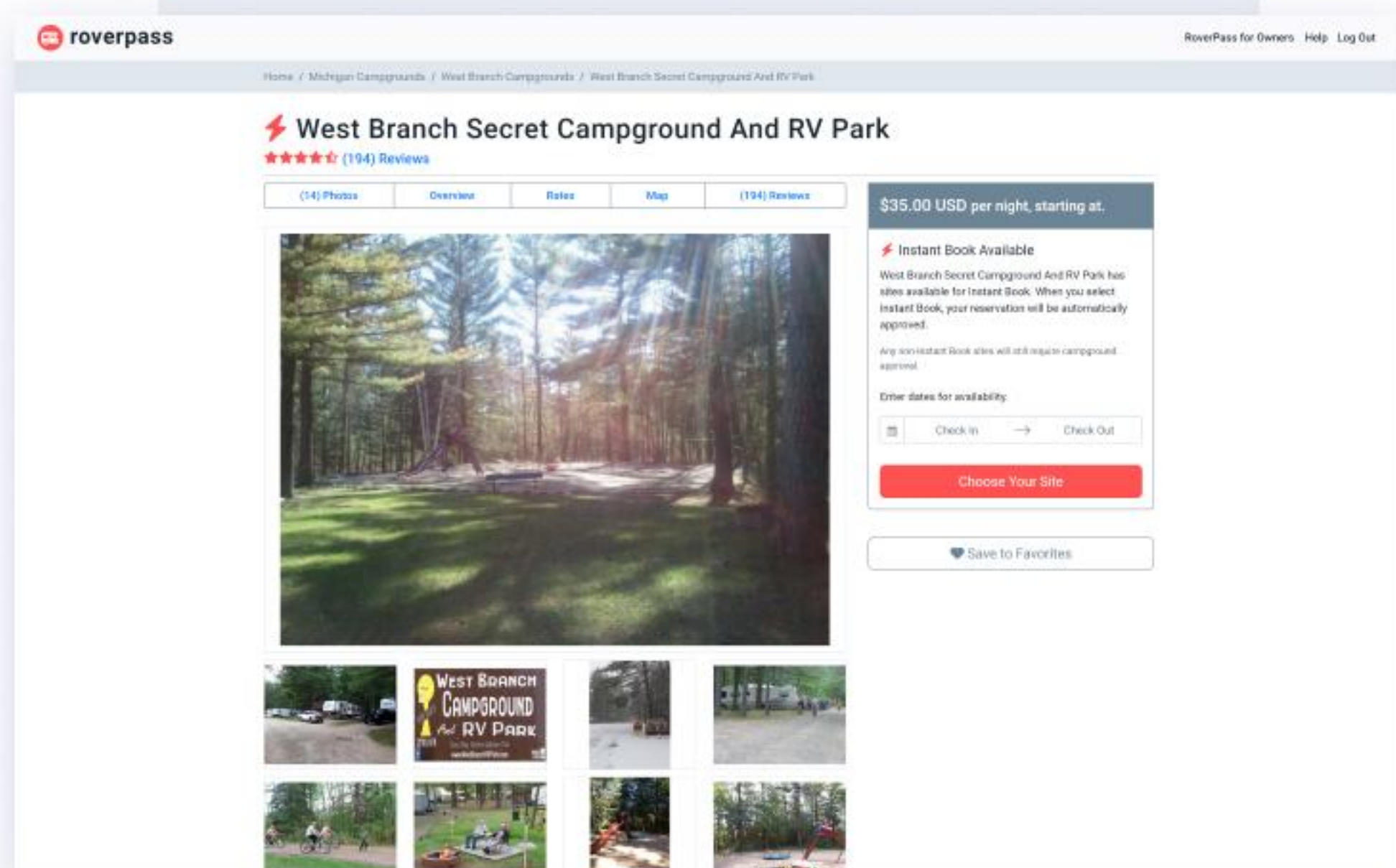
*"RoverPass has taken the hassle of reservations out of our hands. Spending 20 minutes on the phone, just to hear a nevermind or not interested... That's all gone."*

And with an improved digital presence and booking experience, reservations to the property began increasing

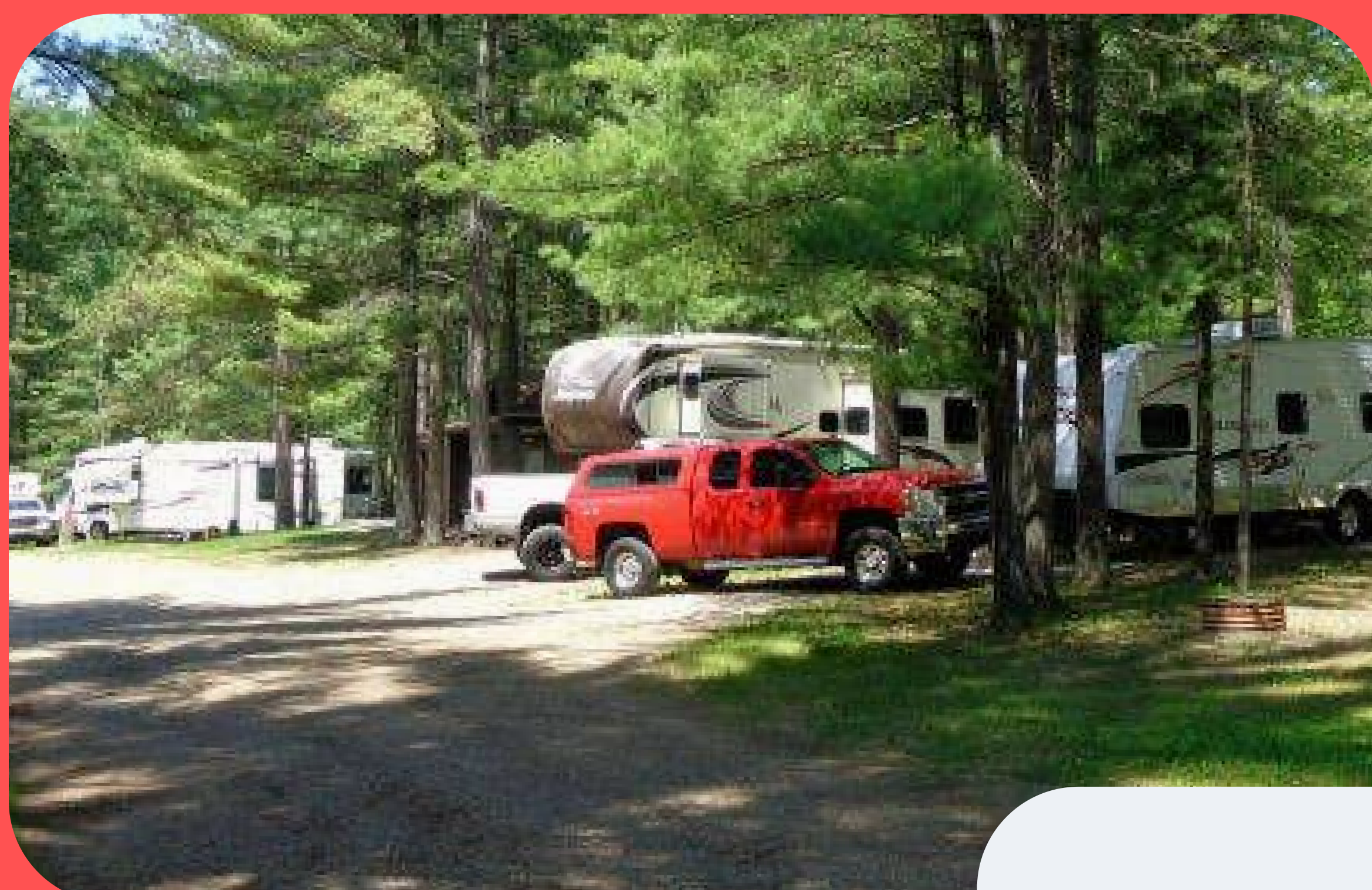
*"We've been fortunate because of RoverPass. Our bookings, even during the Covid period, helped us stay profitable."*

Because their Central Reservation System included a listing on the Marketplace, millions of campers searching for their next outdoor stay through RoverPass could now easily find and book with the property.

The board found our user-friendly software especially useful when it came to shutting down for the season. With a few mouse clicks, their sites were unavailable until the following year.



*"Sign up with RoverPass!!! Not a lot of companies go above and beyond to empower you. It's been a very smooth and positive experience all the way around."*



The journey of the West Branch Secret Campground & RV Park is a testament to how technology can be a solution to the problems the outdoor hospitality space often faces.

Save time.  
Impress your guests.  
Grow your business.

RoverPass makes managing all your reservations easy while allowing your guests to book effortlessly around the clock. Our customers love us because we help them:

