

THE OUTDOOR HOSPITALITY OPERATOR SERIES

ISSUE NO. 1

The Guest-First *Playbook*

Guests forget the check-in form. They remember how they felt when they walked in. This first issue covers the service standards that turn a one-time stay into a guest who comes back — and tells everyone why.

BUILT FOR EVERY FORMAT

RV parks · glamping · campgrounds · cabins · marinas · boutique lodging

Amity Outdoors

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OPERATOR SERIES · 1 OF 6

The setting gets a guest to book. The experience gets them to come back. Whether you run RV sites, safari tents, cabins, or slips, guests are handing you their time and their trust. They will forgive an amenity that's missing. They will not forget being made to feel unwelcome. Everything that follows is about how your team shows up at every point of contact — from the first call to the goodbye.

87%

of guests return after a good experience. That number is not driven by amenities — it is driven by how they were treated. Your interactions are the most powerful retention tool you have.

THE 3 P'S — EVERY INTERACTION, EVERY TIME

Polite

Respectful and courteous in every interaction — in person, by phone, and in writing.

Positive

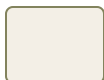
Approach every situation with a can-do attitude and a focus on solutions, not obstacles.

Professional

Represent the property with pride — clean presentation, proper conduct, full attention on the guest.

PROPERTY DNA — THE PERSONALITY GUESTS FEEL

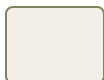
Your property's personality is the sum of how your team looks, speaks, moves, and responds. It isn't set by ownership or a mission statement — it's set by the people on the floor, every shift. Guests read all three within minutes of arriving:



Staff presence: your energy, your appearance, your willingness to make eye contact and say hello first.



Guest interactions: the quality of every conversation, in person, by phone, and in writing.



Property appearance: the condition of the entrance, the sites or units, the restrooms, the common areas.



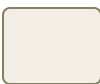
Consistency: the same standard held across every team member, every season, every shift.

THE GUEST-FIRST MINDSET

Guest-first does not mean the guest is always right. It means the guest is always the priority. When someone walks in, pause what you're doing and acknowledge them — make them feel seen before anything else. Keep the conversation about them, not about you: their trip, their drive, where they're headed. Internal concerns — staffing, maintenance, ownership decisions, other guests — never belong in a guest conversation.

THE PROFESSIONAL POWER OF "NO"

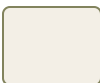
Saying no clearly and respectfully is a professional skill — not a failure of service. A guest who gets a different answer depending on who they ask loses trust in the property. Consistent policies, consistently enforced, build the reliability that brings guests back.



Offer an alternative when one exists: "We can't do that, but here's what we can do."



Never promise what you can't deliver just to end an uncomfortable conversation.



Don't over-explain — excessive qualifying invites negotiation and erodes the decision.

SERVICE STANDARDS — QUICK REFERENCE

Guest walks in	Stand. Smile. Acknowledge immediately — even if you're already with another guest.
Guest asks something you don't know	"Great question — let me find out and get right back to you." Then follow through.
Guest is upset	Listen fully. Do not interrupt. Validate before explaining. The goal is resolution, not being right.
Guest wants a policy exception	State the policy clearly. Offer alternatives if they exist. Escalate when appropriate.
Guest compliments the property	Thank them genuinely. Invite an online review — a happy guest at the right moment is your best marketing.
You're unsure what to do	Ask. A wrong decision made confidently is worse than a paused one.

OPERATOR'S EDGE — Going above and beyond isn't performance, it's attention. Using a guest's name mid-stay, offering a local recommendation before being asked, following up after a maintenance fix to confirm they're happy — these cost nothing and leave an impression no amenity can buy.

ONE PRINCIPLE, EVERY FORMAT

RV Parks & Campgrounds — a smooth, low-paperwork arrival after a long drive; get them settled, not processed.

Glamping & Cabins — the personal, boutique-hotel touch guests are paying a premium to feel; anticipate before they ask.

Marinas — confident dock guidance and a warm welcome ashore; competence is its own hospitality.

Boutique Outdoor Lodging — consistency of tone from booking to checkout, so the experience feels curated, not accidental.

BRINGING IT TOGETHER

Every format in outdoor hospitality competes on the same thing in the end: how a guest feels while they're in your care. Amenities can be matched and rates can be undercut, but a team that acknowledges people, holds a consistent standard, and pays attention is genuinely hard to copy. Build that, and retention stops being a marketing problem and becomes a byproduct of how you run the place.

Next issue → Reservations & Revenue — selling the right site, at the right price, to the right stay, and turning every inquiry and cancellation into revenue you'd otherwise leave on the table. Follow along so you don't miss it.

Amity Outdoors provides consulting for RV parks, RV resorts, campgrounds, glamping destinations, boutique hotels, marinas, and outdoor hospitality businesses. We help operators strengthen operations, revenue optimization, guest experience, and hospitality leadership — grounded in real owner-operator experience across every format.