

PERFECT-PITCHING

PRIVATE CARAVAN SITE DEVELOPMENT CONSULTANCY

DESIGN CONSIDERATIONS - INTRODUCTION

From the outset it is appreciated that operators of a Small Private Caravan Site are not charitable organisations and need to make a return on their investment.

It is recognised that for this element of commercial activity the site owner could well be operating out of the comfort zone of their primary occupation e.g. farming, fishery, hospitality, etc.

With new opportunities come new challenges and the owner will doubtless be exposed to a different set of conditions from their day-to-day main stream occupation.

They effectively will be operating within the tourist sector driven by choice, personal preferences and perceived customer service satisfaction.



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Two factors contribute largely to the success, or otherwise, of a Small Private Caravan Site facility:

- The ability to attract the would-be visitor in the first instance, and
- The ability to retain them for future return visits.

In respect of the former, a good set of directions are a good starting point taking account of the fact that the would-be visitor may well not be familiar with the area and could be in a towed combination.

The directions should be littered with distances between intersection of roads with intermediate landmarks along the way giving the driver the 'comfort' of being on the correct route.



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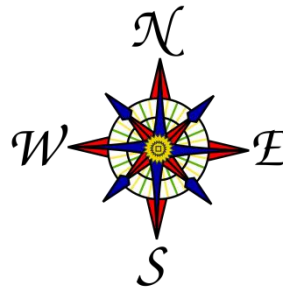
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Sight should not be lost of the fact that some visitors could be arriving in the dark and the directions written accordingly.

In this connection, it may be useful to include a photograph of the entrance to the facility to reinforce what the visitor should be looking out for – not essential by any means but useful nonetheless.

The visitor experience can get off to a good start, and only but be enhanced, if they arrive in a relaxed and unflustered mood.



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As for the latter, and in line with the tourist industry generally, those operators who go the 'extra mile' in terms of service and facilities and/or make their visitors feel 'special' will doubtless receive better patronage than those who do not.

Attention to detail is the order of the day and what may have been deemed 'functional' in agricultural terms may fall short of the 'aesthetic' considerations demanded within the tourist environment.

Such consideration cover all aspects of the facility from accessibility to general aspect and service-points to tourist information boards.



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There follows a review of some of those aspects and recommendations as to how they may be provided to a standard befitting a premier facility often at minimal additional cost.

