

# Campground Front Desk Scripts

12 phrases that handle 90% of calls · Campground Management · campgroundmanagement.com

**Print this two-sided and laminate it.** Keep one at the desk, one in the office, and one in the maintenance break room. Train every new hire on the bridge phrases. Replace it when it gets dirty.

## 01. The Greeting (incoming call)

**Say:** "Thank you for calling [Park Name], this is [Name]. How can I help?"

**Skip:** "How may I direct your call." You are the front desk; you are the destination.

## 02. The Greeting (in person)

**Say:** "Welcome to [Park Name]. Are you checking in?"

**Skip:** "Can I help you?" Always assume the guest is here for a reason and offer it.

## 03. Rate Quote

**Say:** "For [dates], our [site type] is [\$rate] per night. Were you looking for [water/electric/sewer/30 amp/50 amp/pull-through]?"

**Why:** Anchor the rate, then add value, then check the spec.

## 04. Dog / RV Size / Pull-Through Ask

**Say:** "We have [yes/no] for that. We do require [vax records / under X length / pet fee]. Want me to hold one while we check?"

**Skip:** "Hold on let me check." Holds the conversation. Move it forward.

## 05. "Can I Get a Discount?"

**Say:** "Our published rate is firm, but we do offer [weekly / monthly / Good Sam / military] when applicable. Does any of that fit you?"

**Skip:** "No." Even when the answer is no, give them a real reason and a yes-path.

## 06. "I Want a Refund"

**Say:** "I hear you. Our cancellation policy is [X]. Let me pull up your reservation and confirm what credit or refund applies."

**Skip:** "That's our policy." Always look it up, even when you know the answer.

## 07. "I Want to Extend"

**Say:** "Great. Let me check availability for [dates]. If the site stays free, the rate is the same; if we need to move you, I'll let you know before we charge anything."

**Why:** Wins the extension and pre-empts the surprise-charge complaint.

## 08. Waitlist Capture

**Say:** "We're sold out for those dates, but cancellations come in. Want me to put you on the waitlist? I'll text you the moment something opens."

**Why:** Text capture beats email capture 4-to-1 for last-minute fills.

## 09. Noise Complaint Dispatch

**Say:** "Thank you for letting us know. We're sending someone out now. Want me to call you back once it's handled?"

**Skip:** "We'll look into it." Specific, time-bound, and offer the close-the-loop.

## 10. Departure Thank-You

**Say:** "Thanks for staying with us. If everything was great, we'd love a review on [platform]; if anything wasn't, would you tell me before you leave?"

**Why:** Routes bad reviews to you, routes good reviews to Google. Single highest-ROI front-desk script in the binder.

## 11. Bad Review Pre-Empt

**Say:** "I want to make sure we got this right before you go. What can we fix?"

**Skip:** "Was everything okay?" Closed question, gets a polite-lie yes.

## 12. "I Don't Know"

**Say:** "Good question, let me find out. I'll call you back by [specific time]."

**Why:** Specific commitment beats a vague "I'll have to check." Always honor the time.

## Phrases Never to Use

**"That's not my department."** Find the person, do not redirect the guest.

**"That's our policy."** Explain the policy. Policy without explanation reads as power play.

**"I'm just the front desk."** You are the park to that guest. Own it.

**"There's nothing I can do."** There is always something. Find it.

**"Calm down."** Has never calmed anyone down in the history of customer service.

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