



RETAINING YOUR KIDS ACTIVITY CAMP CUSTOMERS



Hey there!

Whether you specialise in providing kids activity camps or offer seasonal summer camps within your programme, you know there is great demand for fun-filled and engaging kids camps. For busy parents, activity camps provide a great opportunity to keep their kids entertained and for you they are a great way to increase your cash flow and your rate of return custom.

So how can you ensure your kids camp bookings result in committed return customers? Find out below!



Provide a Great Booking Experience for Camp Customers

Kids camps are the ideal solution for a parent's busy schedule. Full of fun activities they can successfully keep kids engaged for hours, providing convenient childcare for families. But, nobody wants a negative booking experience! In order to make the most of the interest in kids camp sessions service you should provide an effective booking system.

Keep it simple. Parents don't want to jump through hoops to try and get their kids a place in your camp. By providing them with a super simple booking experience, you will stand out in comparison to other camps! Use a booking system that allows parents to find your camp, secure a space, pay and see the booking all in one place.

Flexibility is key. Parents will have different schedules so offering extra benefits may help your holiday camp appeal to them more than another. For instance, early drop off and pick off times will often be appreciated by busy parents.

To keep your kids camp bookings organised, try using an online booking system. It may be time-consuming and difficult to keep track of if done manually.

Looking for a booking system? Why not book a demo and find out how many hours you could save on admin?

[Get In Touch With Us](#)



Invest in a Good Booking and Management System!

A good booking experience can go a long way for parents. This is why you should consider enlisting an online booking and management system like ClassForKids!

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Look for a system that offers:



Registers containing all of the information you need at a moment's notice. Bonus points if you can access your registers offline as well as online!



Secure and flexible payment options



Waiting lists for when your camp sessions fill up



Overviews of your **camps and workshops** long with their financial health



Rerun and auto-enrol for when you want to run a popular workshop or camp again.

Make Your Kids Camp Cashless

Consider the behaviour of parents today. Many will prefer keeping it simple with upfront, cashless payments thanks to the convenience it brings them. Digital payments benefit you, too! You'll save hours on admin and put an end to the dreaded payment chase which gives you more time to focus on running great kids camp! **It's a win-win making it easier for you to run your camps and making it simpler for parents to safely pay you.**

Top Tip: Keep payments simple by offering one method of payment at your kids camp as opposed to multiple options. This will greatly reduce your admin, free up time and allow busy parents to book and pay at the touch of a button. Digital booking systems like ours can remove the headache of chasing camp payments and invoices.



Store All Important Info in One Place

Since your kids camp sessions will already be keeping you busy, you will be seeking to remove the chaos of manual admin. Choose a booking system which allows you to view and access all important camper information in one place. That includes emergency contacts, allergies or any other notes children's parents might have included! It's vital for your team to quickly be able to see this sort of information which is why, with ClassForKids, you can easily find it in your registers and get the info in just one tap!

Being organised means you'll have time to focus on improving and growing your camp and offering the kids the best time you can - which often means they'll want to come back!

Top Tip: If your struggles with wifi have put you off using an online system, ClassForKids offline registers provide the ideal solution! ClassForKids allows all the info you need to be viewed from any device, making running a kids camp a breeze.



Effectively Market Your Kids Activity Camp to Interested Parents

A positive kids camp experience can quickly become your best method of marketing. There is no better way to increase your camp retention rate than by marketing to those who have had a taste of what you offer. Make sure to strike when the iron is hot: reach out to parents right after their camp experience has ended, inviting them to your regular termly classes. If your camp sessions are easy to book, fun filled and organised, your camp customers will want to return for regular term classes!

It's also crucial to make the most of camp feedback: ask parents for reviews or to spread the word about your camps to friends and family. By doing so, you may entice their friends and family, resulting in more bookings next time around.

Top Tip: Encourage bookings of your termly classes by giving the camp-goers a special offer or discount! This will make them more likely to book your regular sessions after camp has ended.



There You Have It!

That is how 4 simple steps can help you convert interested parents to committed customers! From implementing a smooth booking experience to effectively marketing your kids camp to interested parents, these will help highlight the value your kids activity club provides. So go forth and implement these tips for your next camp to make sure you'll see the camp-goers returning.

Check lists

- ✓ Invest in a Good Booking and Management System!
- ✓ Make Your Kids Camp Cashless
- ✓ Store All Important Info in One Place
- ✓ Effectively Market Your Kids Activity Camp to Interested Parents



How ClassForKids Market Your Sports Club with Confidence?

- ✓ Use the waiting list function to test your market in new locations.
- ✓ Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting.
- ✓ Regulate the monthly payments with the Subscription function.
- ✓ Saving 10+ hours a week on managing bookings, registers, payments, and parents communication in ONE platform.

Ready to take your business to the next level?

Get In Touch With Us



Our club Giffnock Soccer Centre has been using ClassForKids for a few years now for our Football camps that we run. The booking platform is so easy to set up and easy for our parents to use. It saves me so much time in admin. The customer service has been great too. The response time is quick and no question is too small.”

- Jan, Giffnock Soccer Centre