

FREE GUIDE · 2027 SEASON EDITION

The Park Owner's Guide to Running an RV Park with AI

7 Ways to Get More Bookings, Save Time, and Wow Guests Using AI

Brought to you by Rylee AI · Powered by SynthVoice.ai

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The Park Owner's Guide to Running an RV Park with AI

7 Ways to Get More Bookings, Save Time, and Wow Guests Using AI

A simple, step-by-step guide to using ChatGPT and other AI tools for everyday campground operations, with ready-to-use prompts you can copy and start using today.

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INTRODUCTION

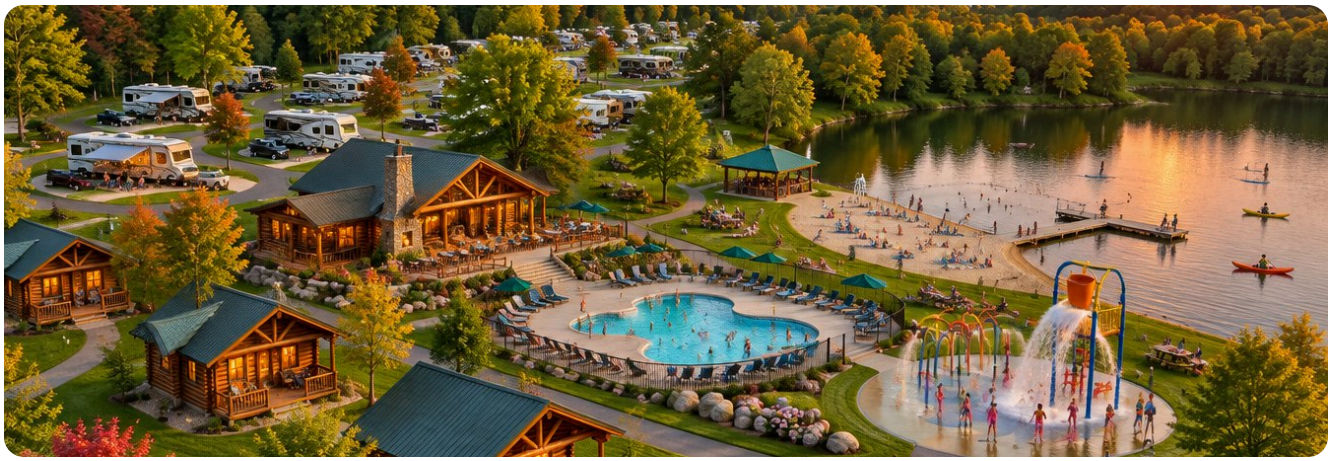
You don't have to be a tech expert to use AI

Running an RV park means wearing a lot of hats. You're answering phones, checking in guests, responding to emails, dealing with complaints, managing employees, and trying to fill empty sites.

What if you had an assistant who could help you write emails, respond to guests, create marketing ideas, organize daily tasks, and save you hours of work?

That's where AI comes in.

You don't need to understand how artificial intelligence works. You just need to know what to ask it.



How to use this guide

Each chapter fixes one everyday problem. You get simple steps and prompts you can copy. A **prompt** is just a question or instruction you type into an AI tool like ChatGPT.

Start with one task. Try it today. Most take about five minutes.

What AI can and can't do

- **AI is great at first drafts.** It can write, plan, and organize fast.
- **AI does not know your park.** It only knows what you tell it.
- **You are still the boss.** Check rates, rules, and dates before you send anything.

> **One rule to remember:** AI writes the draft. You check it and hit send.

CHAPTER 1

Get started with ChatGPT in 5 minutes

THE PROBLEM

You've heard about AI, but you don't know where to begin. You're busy, and you don't have time to learn new software.

HOW AI HELPS

ChatGPT works like an assistant you can type to. It can help you write, plan, answer questions, and sort out information. You ask in plain English, and it answers in seconds.

TRY IT YOURSELF

1. Go to **chatgpt.com**. Create a free account or sign in.
2. Open a new chat. You'll see a box where you can type.
3. Type or paste what you want help with. Then press Enter.
4. Read the answer. Ask for changes if you want them. Then copy the final version into your own email, text, or document.

Start by telling ChatGPT about your park. This first prompt does that. Change the words in [brackets] to your own details.

COPY THIS PROMPT

You are my assistant for [Park Name], an RV park located in [City, State].

Help me manage guest communication, write professional emails, answer common campground questions, and improve daily operations.

Our business is friendly, welcoming, and focused on great customer service.

Whenever I ask you to write something for a guest, keep it short, warm, professional, and easy to understand.

Use only the policies and information I provide. If something is missing, ask me instead of making it up.

Now ChatGPT knows who you are and how you want to sound. Keep typing in the same chat, and it will remember.

Ask for changes until it sounds right

The first answer is only a starting point. If you don't like it, just say so. You can't break anything.

COPY THIS PROMPT

Here is some information about our park: [Paste your check-in time, check-out time, pet rules, and quiet hours].

Use it to write a short welcome note for new guests. Keep it under 80 words.

REAL EXAMPLE

Here is a reply that was too long and stiff. The owner typed one more line: **"Make this friendlier and cut it to two sentences."**

BEFORE

Dear Valued Guest, We are writing to inform you that your reservation has been received and processed. Please be advised that check-in begins at the time stated in your confirmation, and all guests must report to the office upon arrival to complete registration.

AFTER

Thanks for booking with us! Check-in starts at [Check-In Time], so just stop by the office when you arrive.

QUICK TIP

After any answer, you can ask ChatGPT to make it:

- **Shorter**
- **Friendlier**
- **More professional**
- **Easier to understand**
- **More persuasive**

Just type the change you want, like "Make it shorter."



CHAPTER 2

Answer guest emails in seconds

THE PROBLEM

You get the same emails every week. What are your rates? Do you allow pets? What time is check-in? Each reply takes a few minutes, and those minutes add up.

HOW AI HELPS

ChatGPT can write a first draft of your reply. You give it the guest's question and the right facts. It gives you a clear, friendly email to check and send.

TRY IT YOURSELF

1. Copy the guest's email.
2. Open ChatGPT and paste the prompt below.
3. Fill in the [brackets] with the guest's question and your real park information.
4. Read the draft. Fix anything that is wrong. Then paste it into your email and send it yourself.

COPY THIS PROMPT

Write a friendly, professional email responding to a guest who wants to know about our RV park.

Park name: [Park Name]
Guest question: [Paste Question]
Here is the correct information: [Paste Park Information]

Keep the response under 120 words. Make it warm and conversational. Do not invent any details.

Some guests ask a question and then go quiet. A short follow-up can bring them back. Use this prompt for that.

COPY THIS PROMPT: FOLLOW UP

Write a friendly follow-up email to a guest who asked about staying at our RV park but hasn't made a reservation yet.

Park name: [Park Name]
Reservation website: [Booking Link]

Encourage them to book without sounding pushy. Keep the email short and welcoming.

See it in action

REAL EXAMPLE

This example uses a made-up park. Your reply will use your own facts.

THE GUEST'S EMAIL

Hi, we have a 38-foot fifth wheel and two dogs. Do you have a site that fits, and are dogs okay? We're looking at the second weekend in June.

WHAT THE OWNER PASTED AS PARK INFORMATION

Pull-through sites fit rigs up to 45 feet. Dogs are welcome on a leash, two per site. Book online at [Booking Link].

CHATGPT'S DRAFT

Hi there,

Thanks for reaching out! Yes, we can fit your 38-foot fifth wheel. Our pull-through sites handle rigs up to 45 feet.

Your two dogs are welcome too. We just ask that they stay on a leash.

You can check dates and book the second weekend in June here: [Booking Link]

We'd love to have you. Let me know if you have any other questions!

Warm regards,
[Your Name], [Park Name]

Notice what the draft did **not** do. It did not promise a site was open. The owner never said one was, so ChatGPT sent the guest to the booking link.

QUICK TIP

Save your park facts in one place. Keep a note with your rates page link, check-in time, pet rules, and rig limits. Paste it in each time you ask for a reply.

ChatGPT does not send emails for you. You copy the draft, check it, and send it from your own inbox.

CHAPTER 3

Write better text messages to guests

THE PROBLEM

Your staff type the same texts all day. Check-in steps. Directions. Checkout reminders. Each one is small, but together they eat up time. And rushed texts can be confusing.

HOW AI HELPS

ChatGPT can write short, clear texts for you. Write each one once. Then save it and use it again and again. Good texts to have ready:

- Check-in instructions
- Late-arrival instructions
- Reservation follow-ups
- Directions to the park
- Checkout reminders
- Friendly welcome messages

TRY IT YOURSELF

1. Pick one text your team sends a lot.
2. Paste a prompt below into ChatGPT.
3. Fill in the [brackets] with your real instructions.
4. Check the text. Then send it from your park's normal texting system.

COPY THIS PROMPT: LATE ARRIVAL

Write a friendly text message for guests arriving after office hours.

Our RV park is [Park Name].
Check-in instructions: [Insert Instructions]
Emergency contact procedure: [Insert Approved Procedure]

Keep the message short, clear, and easy to follow. Do not add instructions I haven't provided.

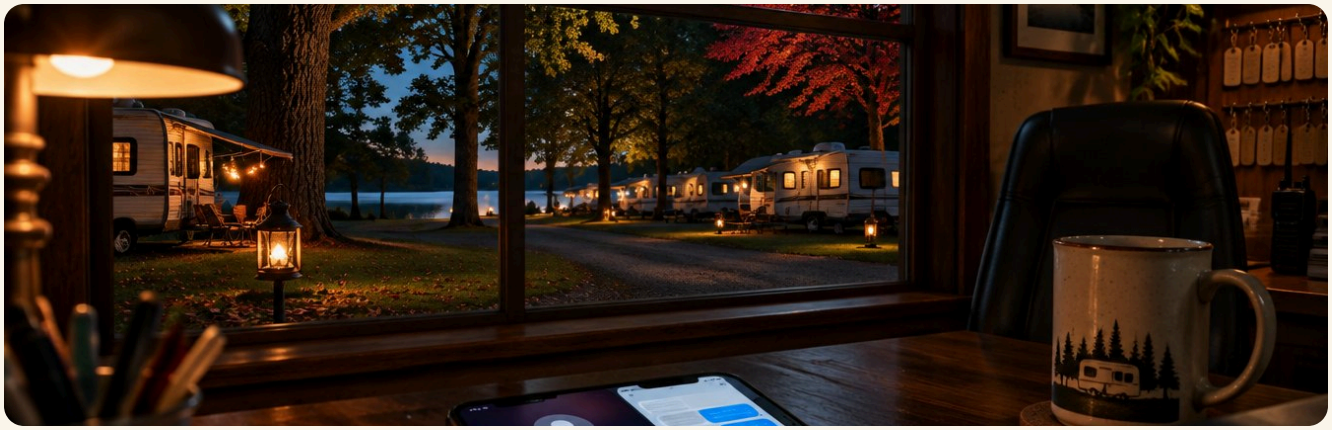
COPY THIS PROMPT: WELCOME MESSAGE

Write a welcoming text message for guests checking into our campground today.

Park name: [Park Name]
Check-in time: [Time]
Important information: [Details]

Make it sound friendly and personal, not robotic. Keep it under 300 characters.

See it in action



REAL EXAMPLE

The owner filled in the late-arrival prompt with these made-up details: "Your packet is in the box by the office door. Your site number is on the front. Quiet hours start at 10 PM. For emergencies, call [Phone Number]."

CHATGPT'S DRAFT TEXT

Welcome to [Park Name]! The office is closed, but we're ready for you. Your packet is in the box by the office door, with your site number on the front. Quiet hours start at 10 PM, so please set up quietly. For emergencies, call [Phone Number]. See you in the morning!

It is short. It is friendly. And it only says what the owner told it to say.

QUICK TIP

Build a set of five texts. Ask ChatGPT for one of each: welcome, late arrival, directions, checkout reminder, and booking follow-up.

Save them in a shared note. Your staff can copy one, change the name or site number, and send it. Always read a text before it goes out.

CHAPTER 4

Handle guest complaints more professionally

THE PROBLEM

Complaints are stressful. They also take time you don't have. Common ones include:

- Loud neighbors
- Dirty bathrooms
- Wi-Fi problems
- Maintenance issues
- Mix-ups with a reservation
- Problems with another guest

When you're upset, it is hard to write a calm reply.

HOW AI HELPS

ChatGPT can help you find the right words. It writes a calm, kind reply while you focus on fixing the real problem. AI helps you **talk** about the issue. It does not fix the issue for you.

TRY IT YOURSELF

1. Decide what you will do about the problem first.
2. Paste the prompt below. Describe the complaint in your own words.
3. Add the fix you have approved. Leave out the guest's name and personal details.
4. Read the draft. Make it sound like you. Then send it.

COPY THIS PROMPT: ANSWER A COMPLAINT

A guest at our RV park is upset about the following issue:

[Describe Complaint]

Help me write a calm, empathetic, and professional response.

Acknowledge the concern, explain our next step using only this information [Approved Resolution], and make the guest feel heard.

Do not promise refunds, compensation, or outcomes I haven't approved.

COPY THIS PROMPT: ANSWER A BAD REVIEW

Write a professional response to this negative campground review:

[Paste Review]

Our park's perspective: [Relevant Facts]

Thank the guest for their feedback, acknowledge their experience, and respond respectfully.

Do not argue with the guest, invent facts, or disclose private information. Keep it under 100 words.

See it in action

REAL EXAMPLE

A guest left a two-star review. It said the bathhouse was dirty and nobody seemed to care. Here are two ways to answer.

BEFORE: A DEFENSIVE REPLY

Our bathrooms are cleaned every day. You must have come in right after a busy weekend. Nobody else has complained, and you never told the office about it.

AFTER: WRITTEN WITH CHATGPT

Thank you for telling us about this. I'm sorry the bathhouse was not clean during your stay. That is not the experience we want for our guests. We have added an extra cleaning check on busy weekends. I hope you'll give us another chance to show you a better visit.

The second reply does three things. It thanks the guest. It owns the problem. It says what changed.

The owner only wrote "extra cleaning check on busy weekends" because that was true. Never let AI say you fixed something you didn't.



QUICK TIP

Write angry, send calm. When a message makes you mad, let AI write the first draft. Wait a few minutes. Then read it, add a personal touch, and send it.

For safety problems or serious complaints, pick up the phone. A real person should handle those.

CHAPTER 5

Get more bookings with AI

THE PROBLEM

People ask about your park and then never book. Maybe your reply was slow. Maybe your site description was unclear. Either way, the guest moved on.

HOW AI HELPS

ChatGPT helps you answer faster and explain your park better. You can use it to:

- Write follow-up emails and texts
- Create simple promotions
- Explain your sites and cabins clearly
- Describe what makes your park special

Fast, clear answers make booking easier. AI can't promise more bookings, but it can remove some of the things that slow guests down.

TRY IT YOURSELF

1. Find a guest who asked about dates but did not book.
2. Paste the first prompt below. Fill in the [brackets].
3. Only list open dates if you have checked them yourself.
4. Read the draft, then send it with your booking link.

COPY THIS PROMPT: FOLLOW UP WITH A GUEST

Write a short, friendly message for someone who recently asked about availability at our RV park.

Park: [Park Name]
Dates discussed: [Dates]
Known availability information: [Information]
Reservation link: [URL]

Encourage the guest to finish their booking without using high-pressure sales language.

Do not guarantee availability unless it has been confirmed.

COPY THIS PROMPT: IMPROVE A SITE DESCRIPTION

Rewrite this RV site description to make it more appealing to potential guests.

Current description: [Paste Description]
Verified features: [List Features]

Make it sound inviting, clear, and professional without exaggerating or inventing amenities. Keep it under 100 words.

See it in action



REAL EXAMPLE

The owner pasted an old site description and a list of true features. The park and features here are made up.

BEFORE

Site 14. Pull thru. 50 amp. Full hookup. Picnic table. Fire ring.

FEATURES THE OWNER LISTED

Pull-through, 50-amp, full hookups, fits rigs up to 45 feet, shade trees, picnic table, fire ring, short walk to the bathhouse.

AFTER

Pull right in and relax. Site 14 is an easy pull-through that fits rigs up to 45 feet, with 50-amp service and full hookups. Shade trees keep things cool in the afternoon. You'll have your own picnic table and fire ring, and the bathhouse is just a short walk away.

Every detail in the new version came from the owner's list. Nothing was added.

QUICK TIP

Make one template for each type of stay. Write a follow-up for RV sites, one for cabins, and one for tent sites. Save them.

When a question comes in, copy the right one, change the dates, and send. A reply in five minutes beats a perfect reply tomorrow.

CHAPTER 6

Create marketing content without hiring an agency

THE PROBLEM

You know you should post on Facebook. You know your website needs an update. But the day ends before you get to it.

HOW AI HELPS

ChatGPT can write first drafts of almost any marketing piece:

- Facebook posts and Instagram captions
- Holiday promotions and seasonal news
- Event descriptions
- Website descriptions
- Guest newsletters

TRY IT YOURSELF

1. Pick one thing to promote, like a holiday weekend or a new amenity.
2. Paste a prompt below and fill in the [brackets] with true details.
3. Ask for changes until it sounds like you.
4. Add your own photo and post it yourself.

COPY THIS PROMPT: FACEBOOK POST

Write a friendly Facebook post promoting our RV park.

Park name: [Park Name]
Location: [City, State]
Our best features: [List Features]
Target guests: [Families, Retirees, Weekend Travelers, etc.]
Booking link: [URL]

Include a clear reason to visit and a friendly call to action.

Avoid exaggerated claims and make it sound like a real campground owner wrote it.

COPY THIS PROMPT: SEASONAL PROMOTION

Help me create three simple marketing ideas for our RV park for [Season or Holiday].

Our park offers: [Amenities]
Our target audience: [Audience]
Our goal: [More Weekday Bookings, Weekend Reservations, Longer Stays, etc.]

Give me three practical ideas that are inexpensive to implement.

See it in action

REAL EXAMPLE

The owner of a made-up park filled in the Facebook prompt. The features were a fishing pond, a playground, and pull-through sites. The target guests were families.

CHATGPT'S DRAFT POST

Looking for an easy family weekend?

Bring the kids to [Park Name] in [City, State]. They can fish at the pond, burn off energy at the playground, and fall asleep to the sound of crickets.

Our pull-through sites make setup simple, so you can start relaxing sooner.

Pick your dates here: [URL]

QUICK TIP

Turn one idea into five posts. After you get a post you like, type this:

"Turn this into five different social posts. Make one a question, one a guest tip, one a short reminder, one about families, and one about a quiet weekend away."

Now you have a week of posts from one idea.

Here is what two of the five could look like:

A QUESTION

What's your family's favorite camping tradition? Ours is s'mores by the fire. Come make some memories at [Park Name]: [URL]

A SHORT REMINDER

Summer weekends fill up fast. If you've been thinking about a trip to [Park Name], now is a good time to pick your dates: [URL]

Check each post before it goes up. Only say weekends "fill up fast" if that is true for your park.

CHAPTER 7

Save time managing daily campground operations

THE PROBLEM

A lot of your day goes to planning. You write schedules. You explain the same tasks to new staff. You try to remember what needs to be cleaned, fixed, and checked.

HOW AI HELPS

ChatGPT is good at turning what's in your head into a clear list. It can help with:

- Daily opening and cleaning checklists
- Maintenance schedules
- Employee training guides
- Front desk procedures
- Staff meeting agendas

TRY IT YOURSELF

1. Think of one job you explain over and over.
2. Paste a prompt below. List your real facilities and tasks.
3. Read the checklist. Cross out what doesn't fit and add what's missing.
4. Print it and try it for a week. Then update it.

COPY THIS PROMPT: DAILY CHECKLIST

Create a simple daily operations checklist for an RV park.

Our campground has [Number] sites.
Our facilities include: [List Facilities]
Our staff responsibilities include: [Responsibilities]

Divide the checklist into morning, afternoon, and evening tasks.

Use clear checkboxes and simple language.

COPY THIS PROMPT: TRAIN A NEW EMPLOYEE

Create a simple training checklist for a new RV park front desk employee.

Their responsibilities include: [List Responsibilities]
Our policies: [Relevant Policies]

Organize the training into tasks they should learn on their first day, first week, and first month.

Keep it practical and easy to follow.

See it in action

REAL EXAMPLE

The owner said the park had 80 sites, a bathhouse, a laundry room, a pool, and a camp store. Here is part of what came back.

MORNING

- [ ] Unlock the office and turn on the open sign
- [ ] Check and restock the bathhouse
- [ ] Test the pool water and write down the results
- [ ] Walk the park and note any site problems
- [ ] Review today's arrivals and departures

AFTERNOON

- [ ] Check that sites are ready before check-in time
- [ ] Empty trash at the bathhouse and laundry room
- [ ] Restock the camp store
- [ ] Return guest calls and messages

EVENING

- [ ] Put out late-arrival packets
- [ ] Lock the pool gate at closing time
- [ ] Do a last walk of the park before quiet hours
- [ ] Close out the register and lock the office

This is a starting point. Your park is different, so change the list to fit. Follow your local health and safety rules for things like pool testing.

QUICK TIP

> **Keep your lists alive.** Save each checklist in a document. When something changes at your park, paste the old list into ChatGPT and say what's new. For example: "We added a dog park. Update this checklist."

BONUS · PRINT THIS PAGE

10 everyday ChatGPT prompts for RV park owners

Keep this page by your desk. Copy a prompt, swap the [brackets] for your own details, and paste it into ChatGPT. Always check the answer before you use it.

1. Answer a guest email
Write a friendly reply to this guest email: [Paste Email]. Use only these facts: [Park Information]. Keep it under 120 words.

2. Write a friendly text
Write a short, friendly text to a guest about [Topic]. Use these details: [Details]. Keep it under 300 characters.

3. Answer a complaint
A guest is upset about [Issue]. Write a calm, kind reply. Our next step is [Approved Resolution]. Do not promise anything else.

4. Reply to a Google review
Write a polite reply to this review: [Paste Review]. Thank the guest. Use only these facts: [Facts]. Keep it under 100 words.

5. Write a Facebook post
Write a friendly Facebook post for [Park Name] about [Topic]. Our best features: [Features]. End with this link: [URL].

6. Follow up on a booking question
Write a short follow-up to a guest who asked about [Dates] but has not booked. Booking link: [URL]. Do not sound pushy.

7. Make a daily staff checklist
Create a daily checklist for [Job Role] at an RV park. Tasks include: [Tasks]. Split it into morning, afternoon, and evening.

8. Write check-in instructions
Write clear check-in instructions for guests at [Park Name]. Use these steps: [Steps]. Use a short numbered list.

9. Describe an amenity
Write a short, inviting description of our [Amenity]. True details: [Details]. Do not add anything I did not list. Under 80 words.

10. Find ways to make guests happier
Here are common things guests ask or complain about: [List]. Give me five simple, low-cost ideas to improve their stay.

Not quite right? Type a follow-up like "Make it shorter," "Make it friendlier," or "Try again with a different opening."

BONUS · YOUR ACTION PLAN

Your 30-day action plan

Here are practical steps to evaluate, prepare, and introduce AI at your campground. You don't have to do it all at once. Take one small step each week, and check off each box as you go.

WEEK 1

Get comfortable

Learn the basics and try it on real emails.

- [ ] Create a ChatGPT account
- [ ] Paste in the first prompt from Chapter 1
- [ ] Add your park's basic information
- [ ] Use AI to draft three emails

WEEK 2

Improve guest communication

Build messages your team can reuse.

- [ ] Write five reusable guest texts
- [ ] Save them in a shared note
- [ ] Practice answering three common questions
- [ ] Draft one reply to a review

WEEK 3

Improve marketing and bookings

Help more lookers become bookers.

- [ ] Write three social posts
- [ ] Improve one site description
- [ ] Create a booking follow-up template
- [ ] Plan one seasonal promotion

WEEK 4

Organize your operations

Turn what's in your head into lists.

- [ ] Create a daily checklist
- [ ] Write a training list for new staff
- [ ] Share your best prompts with your team
- [ ] Pick two tasks to use AI for every week



After 30 days: look back at what saved you the most time. Keep doing that. Drop what didn't help.

IMPORTANT

Using AI responsibly

AI is a helpful tool. Like any tool, it works best with a few simple safety habits. None of these are hard.

Keep private details out. Never paste credit card numbers, passwords, ID numbers, or other sensitive guest details into a general AI chat.

Leave out names when you can. You can write "a guest" instead of the guest's real name. Add the name back before you send.

Check the facts. Always check rates, rules, directions, and open dates yourself. AI can get these wrong.

Read before you send. Look over every message AI writes. You are the one sending it.

Don't let AI make things up. It should never invent a discount, a refund, an amenity, or a booking confirmation.

Keep people in charge of the big things. Emergencies, safety problems, serious complaints, and important decisions need a real person.

Follow the rules for email and texting. Only message guests who have agreed to hear from you, and follow the privacy laws where you operate.

A simple test: would you be fine with this message going out under your name? If yes, send it. If not, fix it first.

FINAL CHAPTER

What if AI could handle your guest calls for you?

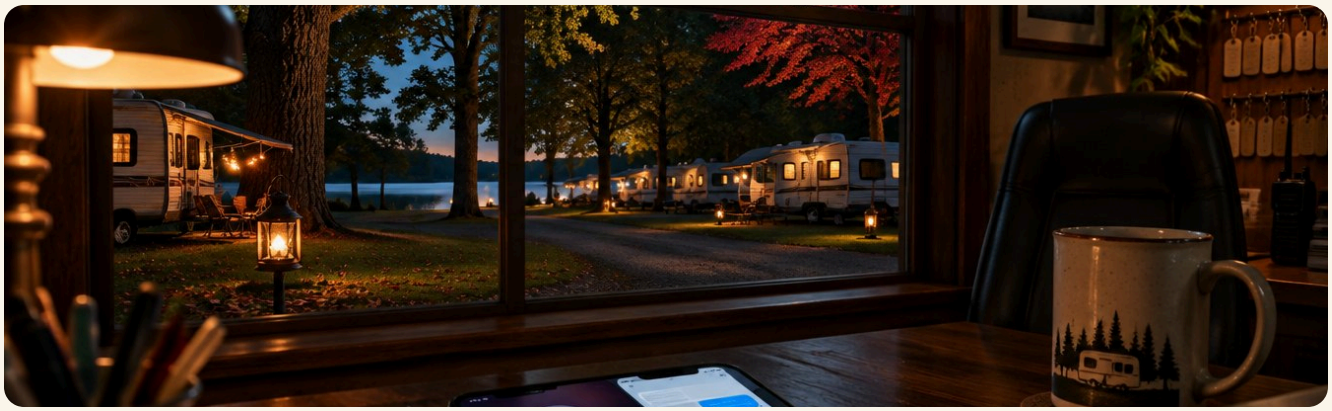
By now, you've seen how AI can help you write emails, respond to text messages, create marketing content, and organize your daily operations.

But what about the phone calls that come in while you're busy helping a guest?

What about reservation inquiries after hours?

And what about the same questions your front desk answers all day?

That's where Rylee AI comes in.



Rylee AI, powered by SynthVoice.ai

Your RV park's AI employee, available 24/7.

Rylee is an AI employee made just for RV parks and campgrounds. ChatGPT helps you write. Rylee answers your guests. Rylee can:

- Answer guest phone calls 24/7
- Handle common questions
- Help guests with reservation questions
- Send booking links by text
- Give late-arrival information
- Share your approved park rules and instructions
- Transfer calls to your staff when a person is needed
- Give you call summaries and useful reports

What Rylee can do at your park depends on how it is set up and which of your systems it is connected to.

PROVEN IN A REAL PARK

Real-world experience

Technology powered by SynthVoice has been used at **Jellystone Park™ Zion**, which received the **2026 OHI Park Innovator of the Year** award in the Large Park category.

Rylee has handled more than 18,000 guest calls at that park. These numbers come from the park's own Rylee account, counting from April 2026.

18,357	3,032	3,581
calls handled	after-hours conversations	reservation inquiries



Ready to see what AI could do for your RV park?

You've learned how to use AI to save time on everyday tasks. Now see how an AI employee can help answer guest calls and support your campground around the clock.

SEE RYLEE AI IN ACTION

Scan the code or visit https://ryleerv.ai

The Jellystone Park Zion figures were read from that park's Rylee account in November 2026. The award was given to Jellystone Park Zion. Jellystone Park™ is a trademark of its owner and is used here only to identify the park. Example parks, guests, and replies in this guide are made up for teaching. ChatGPT is a product of OpenAI and is not connected to Rylee AI.