

# CAMPGROUND & RV PARK *E-news*

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# Big Rig Media helps Great Escapes RV Resorts shatter first year revenue targets

LA QUINTA, Calif. – Big Rig Media, the recognized leader in providing high-growth modern marketing solutions to the outdoor hospitality industry, helped The Jenkins Organization dramatically exceed all first year revenue targets by 86% percent at its newly formed RV resort brand, Great Escapes RV Resorts.

The Jenkins Organization, with a 32 years history of success and over \$500 million of commercial real estate assets under management that includes 60 premier self-storage facilities, expanded its investments into RV resorts and parks with the establishment of the Great Escapes RV Resorts brand. In 2019, the organization first acquired Jellystone Park's Yogi on the Lake, and shortly following acquired KOA Colorado Springs.

"We wanted to come out of the gate in a full sprint as we expanded into the RV Resort business," said Troy Sheppard, COO. "We knew having a modern marketing platform managed by a best-in-class team was going to be critical to growing awareness and rapidly driving new reservations. We chose Big Rig Media because of their deep industry knowledge and proven track record of packing RV properties."

Big Rig Media built a high-performance digital marketing campaign for the Yogi on the Lake property and then deployed the right mix of modern media – including



Google and Facebook - at the right levels to drive an increase of 646% of new guest prospects to the resorts' focused landing pages.

"To be candid, modern RV property marketing is not especially complicated," said Jeff Beyer, Founder & CEO of Big Rig Media. "It simply requires a few key elements working harmoniously with each playing an important

role in reaching future guests at precise times in their evaluation and booking journey."

Since 2000, Big Rig Media has played an active role in helping hundreds of RV resorts, manufactured home communities and the greater outdoor hospitality industry sell their inventory and fill their properties. The long-tenured in-house team brings the

full-range of expertise needed to conceive and execute business building sales and marketing programming: strategy, technology development, design, digital media and marketing, social media engagement, analytics, security, automation and project management. Big Rig Media has built a reputation for flawless execution and a relentless focus on delivering results.

Great Escapes RV Resorts is committed to building a robust RV portfolio throughout the U.S. It has already acquired three additional properties, has four new properties under development and is aggressively seeking new acquisition and development opportunities.

"We're bullishly confident about the future," says Sheppard. "And a part of this confidence is knowing we have a best-in-class marketing driver in Big Rig Media to ensure we're quickly ramping up reservations at our new properties and accelerating the occupancy levels at our acquisitions."

To learn more about Big Rig Media visit [www.bigrigmedia.com](http://www.bigrigmedia.com), and for additional information about The Jenkins Organization and Great Escapes RV Resorts visit [www.jenkinsorg.com](http://www.jenkinsorg.com) and [www.greatescapesrvresorts.com](http://www.greatescapesrvresorts.com). Rig Media can be reached at (866) 524-4744, or via email at [info@bigrigmedia.com](mailto:info@bigrigmedia.com).

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