

REPORT FROM THE DIRECTOR OF RECREATION AND CULTURE

Re: Let's Camp Agreement

RECOMMENDATION

That Council enter into an agreement with Let's Camp; and

That the cancellation policy for Westview Trailer Park be adopted; and

That the appropriate by-law be passed.

BACKGROUND

Westview Trailer Park offers 18 trailer sites and 4 tent sites available to be booked for a fee. The City offers booking for the Westview Trailer Park by phone or in-person during office hours (8:30 – 4:30 pm September – June, and 10 am – 6 pm for July and August). By limiting users to book during certain hours, it has created limitations for potential visitors to stay at the campground that may arrive after office hours.

ANALYSIS

Let's Camp is a Canadian booking platform that allows visitors to book their stays directly online. By moving to an online platform, the City will be able to allow campers to make reservations at anytime, anywhere, as long as they have internet access. This convenience eliminates the need for visitors to physically visit or call the Welcome Centre during operating hours, making the reservation process more accessible for a wider range of people. By switching to Let's Camp, customers are not limited to only booking online. Staff can still offer camp site bookings in-person or over the phone.

Using Let's Camp will allow the City to provide detailed information about campground amenities, availability, and pricing, allowing potential visitors to make informed decisions. Additionally, the interactive map that is part of the platform will help visitors choose the best campsite for their needs (i.e. trailer size), enhancing their overall experience.

In addition to using Let's Camp for the Westview Trailer Park, staff also plan to set up the boat slips at the City's boat launch on the platform, making it easier and more accessible for community members and visitors to book short-term slips.

The City has the ability to set any cancellation parameters for the bookings. Visitors will have the opportunity to cancel their stay up to 48 hours prior to their reservation and receive 100% of their money back, except for the Let's Camp reservation fees. Should the visitors cancel within 48 hours of their reservation, they will not be eligible for any refund, including the Let's Camp reservation fee.

Overall, transitioning to using the Let's Camp booking platform will improve accessibility, efficiency, customer experience, revenue generation, and data insights for the City of Elliot Lake, making it a beneficial investment for the community and visitors alike.

FINANCIAL IMPACT

There is no monthly cost or fixed term to use Let's Camp. The fees are built into bookings as "reservation fees". For any booking under \$100, there is a \$3 reservation fee, for a booking that costs between \$100 - \$999, there is a reservation fee of \$5, and for any bookings \$1000+, there is a \$10 reservation fee. The reservation fees are paid by the guest, per booking. These fees will be added in addition to the City's approved user fees for the Westview Trailer Park. If visitors cancel their reservations, they will forfeit the reservation fees to Let's Camp, in addition to the cancellation fees set by the City.

LINKS TO STRATEGIC PLAN

This links to the strategic plan by providing modern services to the community and visitors.

SUMMARY

Staff recommend that Council approve and enter into the agreement with Let's Camp and adopt the booking cancellation policy. Let's Camp will enhance customers' experience and accessibility with booking campsites at the Westview Trailer Park and boat slips at the City's boat launch.