

Top Three Ways Your Camp Will Benefit with Photo and Video Services

“Nearly 74% of camps sited features that improve the pre and post-camp experience for camp families are Very Important to Critical for their camps.”

- ACA 2009 Emerging Issues Survey

According to the American Camp Association (ACA), 10 million children in the United States attend camp each year at nearly 12,000 day and resident camps. With camps working competitively to attract and retain their campers, there are numerous factors to take into consideration when positioning your camp's value. Aside from your mission, activities, leadership, lodging, cost and food services, there are additional service offerings your camp can make available that will give you a competitive edge. One of these offerings is exceptional parent/camper communication and the opportunity to extend the camper experience beyond the property.

As a busy camp director, you're focused on the campers' safety, satisfaction and enjoyment. Wouldn't it be great for parents to literally see the results of your efforts? With camp photo and video services, you can not only connect campers and families, but you can also leverage the tool to create additional revenue streams. To that end, here are the top three reasons why you should consider offering camp photo and video services:

1. Enhance and extend the camp experience.

Photos and videos are easy to upload and can be viewed and downloaded by parents in a password-protected account to ensure compliance with COPPA (Children's Online Privacy Protection Act). Parents can choose to create their own online photo albums to share with friends and families, and even purchase merchandise, such as a t-shirt or mug, with their favorite camp photo for lasting memories.

2. Build referrals within your community.

Happy campers and parents translate to positive word-of-mouth referrals. In fact, in an online world of expert reviews, forums and blogs, personal recommendations are still the most trusted source of information. When your parents can back up their testimonies with picture images, the referrals become even more powerful. By creating and sharing photos and videos for campers and their parents, your camp community will be constantly reminded of their activities and friends.

3. Generate additional value and revenue.

Attract more campers by offering more value. Integrate your photo and video services application with online registration for instant access and purchase, and enable parents to view photos and videos, send email, pay balances and print statements from one convenient site.

As an additional revenue stream, look for a camp photo service provider that shares revenues with your camp for all photo merchandise purchased. That way, every time a parent or family member purchases a camp t-shirt or mug with their camper's photo, it's additional revenue for you, as well as a great marketing tool for your camp year round.

With camp serving as such an influential time in every child's life, provide parents with peace of mind and the opportunity to feel like they're part of the camp experience—even when they're hundreds of miles away. By extending and sharing memories through a camp photo and video service you only provide benefits to your campers and your parents, and to your bottom line.