**Purpose:**

The purpose of this Request for Proposal (RFP) is to solicit bids from qualified vendors for the provision of a comprehensive Point of Sale (POS) and reservation management system tailored for campground operations. The selected system should streamline reservation booking, facilitate efficient point-of-sale transactions, and enhance the overall customer experience. The solution must provide robust features for managing bookings, payment processing, guest communications, inventory management, and reporting. This system is intended to improve operational efficiency, increase revenue, and deliver superior service to campground guests.

**Scope:**

The scope of this project involves implementing an integrated Point of Sale (POS) and reservation system for an RV park that includes RV site, cabin, and amenity rentals. The system should support online booking through the park's website and third-party platforms, with real-time availability, dynamic pricing, and the ability for guests to modify or cancel reservations. It must handle group bookings, waitlist management, and provide a streamlined self-check-in/check-out process. The POS system should integrate secure payment processing, support multiple locations across the park, manage retail sales and inventory, and offer flexible billing options. The system should also include customer relationship management (CRM) features like guest profiles, automated messaging, and feedback management, as well as comprehensive reporting tools for financials, occupancy, sales, and customer demographics. It should be mobile-responsive for both staff and guests, with easy access to reservations, payments, and operations on mobile devices. Additionally, the system must allow for third-party integrations, customizable branding, and API access for future enhancements. Security features must include data encryption, PCI compliance, and regular backups. The system should be cloud-based, scalable, and include training, support, and ongoing maintenance. Key deliverables include system installation, training, testing, go-live support, and regular updates.

**Service Provider Requirements:**

1. **Reservation Management**
   1. **Online Booking Integration**: Provide an integrated online booking engine that allows guests to reserve sites through the park's website, mobile app, or third-party platforms such as VisitCherokeeNation.com
   2. **Real-Time Availability**: Display up-to-date availability for sites in real-time, including specific RV site types and Cabin types.
   3. **Dynamic Pricing**: Support dynamic pricing based on demand, seasonality, or promotional offers. Ability to enforce insurance fees, cleaning fees, etc. based on rental type (cabin, golf cart, etc.)
   4. **Booking Modifications and Cancellations**: Enable guests to modify or cancel reservations directly through the system, with automatic updates to availability and payment tracking.
   5. **Waitlist Management**: Automatically create a waitlist for overbooked dates and notify guests of availability if spots or cabins become available.
   6. **Group Reservations**: Allow for booking of multiple sites under a single reservation for groups, events, or large parties.
   7. **Check-in & Check-out Process**: Streamlined self-check-in and check-out functionality, including sending automated confirmation emails, reminders, and invoices.
   8. **Virtual View of Sites, Cabins, Park**: See picture of cabins and RVs, what is the view from the spot, connections, size of space being rented, views of trails, pictures of cabins (inside/outside), interactive map of park, etc.
   9. **Ability to add Special Events and Ticketing:** Manage events for the park, calendar of events, ticketing for special events.
2. **Point of Sale (POS) System**
   1. **Integrated Payment Processing**: Secure payment gateway integration that supports credit/debit card transactions, mobile payments (e.g., Apple Pay, Google Pay).
   2. **Locations for POS System:** Allow for multiple POS systems to be setup across the park, at different locations, for different needs at each location. (Boat and Marine, Gift Shop/Check-in, Pool House, Golf Cart Rentals, etc.)
   3. **Retail Sales & Inventory Management**: Track and manage in-park sales (e.g., camp store, equipment rentals, firewood, propane, golf cart rentals, boat rentals, kayak rentals) with real-time inventory updates, reporting, and low-stock alerts.
   4. **Flexible Billing**: Ability to create custom billing structures for different services, including partial payments, deposits, package deals, and add-ons.
   5. **Multilingual Support**: Capability to include Cherokee language into the site.
   6. **Promotions and Discounts**: Ability to set up custom promotional codes and discounts for customers.
3. **Customer Relationship Management (CRM)**
   1. **Guest Profiles**: Maintain detailed guest profiles with contact information, past stay history, preferences, and special requests to improve personalized service.
   2. **Automated Messaging**: Support for sending automated confirmations, reminders, check-in instructions, special offers, and feedback requests.
   3. **Email & SMS Communication**: Built-in communication tools to send reservation reminders, park updates, or promotional offers via email/SMS.
   4. **Guest Feedback Management**: Integrated system to collect and manage guest reviews and feedback, allowing staff to respond to inquiries and concerns promptly.
4. **Reporting and Analytics**
   1. **Financial Reporting**: Generate detailed financial reports, including revenue breakdowns, daily/weekly/monthly summaries, tax reporting, and profit margins.
   2. **Occupancy & Reservation Trends**: Provide insights into booking patterns, site occupancy, seasonal trends, and occupancy rates to optimize pricing and marketing strategies.
   3. **Sales & Inventory Reports**: Real-time sales data, inventory management, and product performance analysis to improve purchasing decisions and stock management.
   4. **Customer Demographics**: Analyze guest demographics, including frequency of visits and preferences for targeted marketing efforts.
5. **Mobile Access and User Interface**
   1. **Mobile-Friendly Platform**: Provide a mobile-responsive platform for staff to access and manage reservations, payments, and inventory from smartphones or tablets.
   2. **Guest Portal**: Offer a guest-facing mobile app or online portal to manage their reservations, payments, request services, and receive real-time park updates.
   3. **Staff Interface**: Easy-to-use, intuitive interface for campground staff to process transactions, check-in guests, and manage operations efficiently.
6. **Integrations and Customization**
   1. **Third-Party Integrations**: Ability to integrate with popular accounting software (e.g., PeopleSoft), marketing platforms, and payment processors.
   2. **Custom Branding**: Option to customize the system’s branding (e.g., logo, color scheme) to match the park’s brand identity.
   3. **API Access**: Availability of APIs for custom integrations or future software enhancements.
7. **Security and Compliance**
   1. **Data Security**: Adhere to the highest industry standards for secure data encryption, especially for credit card transactions and personal guest information.
   2. **PCI Compliance**: Ensure the system complies with Payment Card Industry (PCI) standards for safe payment processing.
   3. **Backup and Recovery**: Offer regular system backups with data recovery options in the event of system failures.
8. **Support and Training**
   1. **Onboarding & Training**: Provide onsite comprehensive onboarding and training for staff to ensure efficient use of the system.
   2. **Ongoing Support**: Offer 24/7 technical support through phone, email, or live chat for troubleshooting and system updates.
   3. **User Documentation**: Provide detailed user manuals and self-help resources to assist staff in navigating the system independently.
9. **System Requirements**
   1. **Cloud-Based Platform:** The system should be hosted in the cloud for remote access, minimal IT maintenance, and automatic updates.
   2. **Scalability:** The system should be scalable to accommodate future growth, including the potential addition of more sites, staff members, or new features.

**Project Deliverables**

1. **System Installation & Configuration:**
   1. Full deployment of the POS and reservation system, including any necessary hardware (e.g., tablets, POS terminals).
   2. System setup to meet the specific needs of the RV park, including site management, user permissions, and integrations.
2. **Training & Onboarding:**
   1. On-site training for staff on system usage, reservation management, POS operations, and reporting.
   2. User documentation and guides for reference.
3. **System Testing:**
   1. Comprehensive testing of all features, including reservation workflows, payment processing, reporting, and integration points, prior to the system going live.
4. **Go-Live and Support:**
   1. Go-live deployment of the system, with immediate access to customer support.
   2. Post-launch support to address any issues during the initial phase of operation.
5. **Ongoing Maintenance & Updates:**
   1. Regular system updates, bug fixes, and access to new features as part of the support plan.