Bluecat RV Resort Revenue Projection

Assumptions

- 48 total RV sites
- 30% monthly sites at $650/month
- 70% nightly sites at $50/night
- 30-day month assumed for nightly revenue
- Revenue table includes both full occupancy and sensitivity analysis for nightly occupancy.

Site Mix

Monthly Sites: 14.4 (approximately 14–15 sites)
Nightly Sites: 33.6 (approximately 33–34 sites)

Monthly Revenue (100% Occupancy)

Revenue Source	Calculation	Monthly Revenue
Monthly Sites	14.4 × $650	$9,360
Nightly Sites	33.6 × $50 × 30 nights	$50,400
Total		$59,760

Annual Revenue (100% Occupancy)

Revenue Source	Annual Revenue
Monthly Sites	$112,320
Nightly Sites	$604,800
Total Annual Gross Revenue	$717,120

Annual Revenue Sensitivity

Nightly Occupancy	Annual Gross Revenue
60%	$475,200
70%	$535,680
75%	$565,920
80%	$596,160
90%	$656,640
100%	$717,120

Additional Revenue Opportunities

- Premium waterfront site pricing
- Boat slip rentals
- Golf cart rentals
- Laundry income
- Camp store
- Ice and propane sales
- Pavilion/event rentals
- Pet fees and premium pull-through sites

These ancillary income streams could add approximately $30,000–$75,000+ annually depending on operations.