Camping Site Listing

Accurate listings via web research

Introduction

We supported a global outdoor accommodation marketplace in expanding its property inventory by sourcing and structuring high-quality camping data from external websites at scale.

Our team extracted detailed, site-level information—including amenities, booking availability, and pricing—to create a rich, reliable dataset that enhances discovery and decision-making for campers.

By applying a systematic, accuracy-first research approach, we grew the dataset from 200 to 10,000+ verified camping properties while maintaining consistency and data integrity.

Challenges

▶ Property and campsite information was distributed across multiple platforms, making it difficult to gather complete, accurate, and site-level details such as accommodation types, features, capacities, and usage rules.

▶ Managing and standardizing data across thousands of properties while maintaining consistency, accuracy, and structured formatting posed a significant challenge.

▶ Verifying pricing models, availability rules, policies, PMS details, and state-wise tax rates required extensive validation to prevent errors and outdated information.

▶ Executing a large-scale data operation within a fixed deadline demanded strong manpower planning and workflow control.

Solution

Expanded coverage from ~200 to **10,000+ verified properties** by identifying Hipcamp listings linked to external websites and mapping **20+ campsites per property** with detailed site attributes.

Used **Slack** for real-time team communication, **Google Sheets** for structured data handling, **Open Multiple URLs** to quickly validate campsite images, and **Lightshot** to capture and document site visuals efficiently.

Verified nightly, weekly, and monthly pricing, tax rates, base and maximum capacities, availability rules, policies, and PMS details through layered manual validation processes.

Successfully delivered the project within **3 months** using a **15+ member team**, optimized turnaround time, and quality control supported by **NeverBounce** for accurate email verification.

Implementation

Process Setup & Data Structuring
Defined a clear data structure covering property details, site information, booking, pricing, and policies to ensure consistency from the start.

Data Extraction & Validation
Extracted property and site-level data from external websites and booking platforms, followed by manual checks to maintain accuracy at scale.

Team Coordination & Quality Control
Assigned a dedicated team to handle research, extraction, and verification tasks, ensuring smooth execution while scaling from **200 to 10,000+ properties**.

Results

Dataset Growth:
Expanded the database from 200 camping properties to 10,000+ verified listings.

Pricing Accuracy:
Captured nightly, weekly, and monthly pricing, along with tax rates, capacities, and flat-fee details.

Site-Level Coverage:
Collected an average of 20+ campsites per property, resulting in thousands of site-level records.

Scalable Execution:
Successfully managed large-volume data extraction without compromising accuracy or consistency.

Data Depth:
Structured 20+ key data fields per property, covering property info, site details, booking, pricing, and policies.

Business Growth

> Built a **large and reliable database of camping properties**, expanding coverage across multiple regions.

> Improved **data completeness and accuracy**, enabling better visibility into property offerings and site availability.
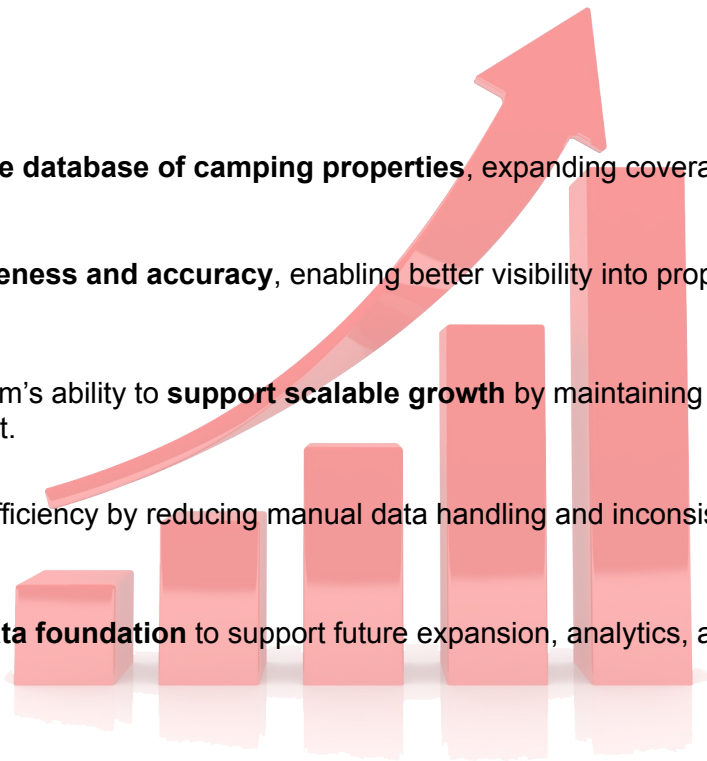
> Strengthened the platform's ability to **support scalable growth** by maintaining a structured and integration-ready dataset.

> Enhanced operational efficiency by reducing manual data handling and inconsistencies.

> Established a **strong data foundation** to support future expansion, analytics, and decision-making.

What Our Client Says

"We had the pleasure of working with CDMSoftech for three months on a very complex project. They approached the work with dedication, adaptability, and a strong work ethic—always willing to go the extra mile, including working longer hours when needed. Throughout the project, they navigated shifting requirements and maintained a high standard of work. Communication was excellent as well. Their agency manager made it easy to share updates and discuss changes promptly. I would 1,000% work with CDMSoftech Solutions again!"

Blake Frimoth

★★★★★

Conclusion

➤ Through a combination of **structured research, scalable data extraction, and rigorous validation**, we successfully delivered a high-quality dataset for the outdoor accommodation platform.

➤ This case study demonstrates how a **systematic, accuracy-focused approach to data structuring** can transform scattered information into a reliable and scalable data foundation. The outcome supported long-term platform growth by improving data consistency, operational efficiency, and readiness for future expansion.

Thank you

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