

MOOD: MEDIA

# LAKEWOOD CAMPING RESORT CASE STUDY

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Mike Chiverno  
General Manager, Lakewood Camping Resort

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# ABOUT LAKEWOOD CAMPING RESORT

Lakewood Camping Resort in Myrtle Beach, SC encompasses 200+ acres of Atlantic oceanfront accommodations including campsites, RV sites, rental villas and individually-owned properties. With a half-mile beach, Lakewood Camping Resort is the perfect vacation spot, close to shopping, dining, and entertainment.

## THE CHALLENGE

Lakewood Camping Resort hosts thousands of visitors annually who eagerly line up at multiple food venues and concessions throughout the property. According to consultant Mike Chirveno, many guests were unable to read printed and handwritten menu boards placed behind the order counters. As a result, guests were unable to make menu selections until they were at the front of the line, which slowed the ordering process and resulted in longer wait times in line.

## THE SOLUTION

To resolve the issue, Mike brought in the experts at Mood Media, a local Digital Menu Board specialist. Mood worked with Mike and Lakewood to design branded menu board and digital signage content specifically for Lakewood. Menu Boards were strategically placed at a midway point where lines typically form, making it easier for customers to make their selections before reaching the front of the line.

Additional digital signs were placed in the area where guests wait for their food to be prepared. Content promotes activities, shows and attractions at the resort while helping reduce perceived wait times.

All content for digital signs and menu boards is dayparted to feature the appropriate menus, scheduled and managed by Mood.

# THE RESULTS

Leadership at Lakewood were so thrilled with Mood Digital Menu Boards that they decided to replace all of their static menu boards with the new solution. As mentioned by Mike, what began as a six-screen implementation grew to 20 screens.

**“The original plan was to only place Digital Menu Boards in the primary food venue,” said Mike. “However, when we replaced those static signs with Mood Digital Menu Boards, Lakewood’s General Manager Robert Clinger decided to use Mood Digital Menu Boards and Digital Signage across the resort.”**

Finally, Mike credited Mood Digital Menu Boards for contributing to a **33% sales increase** on food items while enhancing the guest experience at Lakewood.

**“I’ve worked with the Lakewood Camping Resort team for 10 years, and Mood Media’s great designs really capture the brand personality of the resort. We’re creating a great guest experience leveraging Mood Digital Signage, and sales are up 33% year-over-year as a result. I have been very pleased with our choice of Mood, and their design team has impressed me with their quick response times and creative abilities.”**

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