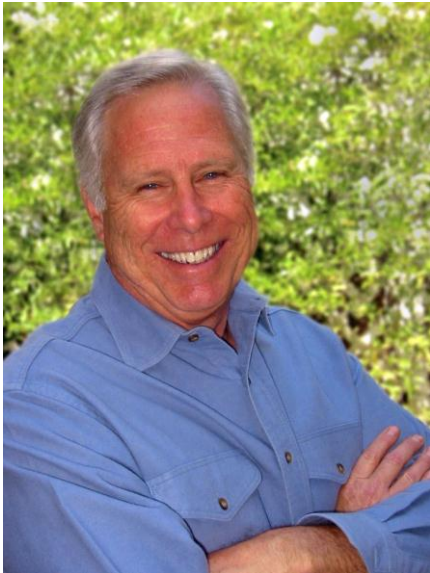




**National School of RV Park  
and Campground Management**

[www.campgroundschoo.org](http://www.campgroundschoo.org)



## Bob MacKinnon, CPO

MacKinnon Campground Consulting

*Professional Designations:*

- Certified Park Operator-Lifetime

Bob is a “Lifetime Certified Park Operator” and nationally recognized expert in the RV Park and Campground Industry. His extensive leadership experience in the Hospitality Industry is evidenced by a 30-year career with the Walt Disney Company that included various management assignments in both California and Florida. Bob specialized in Resort Management and Marketing, Human Resources, and Theme Park Operations and he acquired extensive hands-on experience in the feasibility planning, design, and operation of new resort projects.

Since retiring from Disney in 1997, Bob has advised over 100 public and private campground clients throughout the country. In addition to his consulting services, Bob’s company, GuestReviews, provides the ARVC Guest Satisfaction Survey Program for 4,000 parks nationwide.

Bob actively supports industry education through his involvement with organizations such as the National School of RV Park & Campground Management, and has served on the Boards of Directors for the National Association of RV Parks & Campgrounds and the ARVC Foundation.