

Inside News

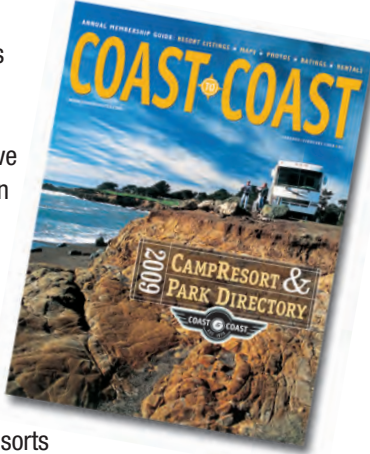
A Newsletter for the Coast to Coast Network

FALL 2008



Coast 2009 Resort Directory Boasts Additional Enhancements

Each year we endeavor to improve upon the prior year's directory—making it a more user-friendly tool for Coast members and a more effective sales tool for CampResorts. In addition to our own planned enhancements, we consider suggestions from both members and resorts. The 2009 edition has several modifications, including:



Listings by State – CampResorts and Good Neighbor Parks are listed in the 2009 Resort Directory alphabetically by U.S. state, then by Canadian province. We made this change based upon member requests, and we hope it makes the 2009 directory even easier to use.

Symbol for New Network Additions – We've added a special symbol in resort listings and other strategic locations to identify CampResorts and Good Neighbor Parks that have been added to the Coast to Coast network since the printing of last year's directory.



Pets Welcome with Restrictions Icon – The icon indicating Coast network resorts that accept pets as guests has been modified to "Pets Welcome with Restrictions." Even if a resort accepts pets, members are encouraged to always call ahead to understand any restrictions that may apply to their pet.



Identification of Multi-Resort Systems – Multi-resort systems in the Coast network and the parks that participate in each system are identified for members in a special listing page in the 2009 Resort Directory.

Thank you for helping us make the Coast Resort Directory one of the best in the business, and one in which you can be proud to be included.

The 2009 Coast Resort Directory will be mailed to members in early January and will be available for order later that month to replace this year's edition in your Classic and Deluxe kits.

RV Park & Campground Investment Conference To Facilitate Industry Growth

As the popularity of RVing continues to increase, there is more competition for the limited number of camping spaces available, especially for the ever-lengthening rigs. Key players in the outdoor hospitality industry—Coast to Coast Resorts and parent company Affinity—are addressing this issue and other pressing challenges by taking the lead in facilitating industry growth.

The second annual **RV Park & Campground Investment Conference**, organized by Affinity along with David Gorin & Associates, is a key initiative in addressing this supply-demand issue. Scheduled for February 4-6 in McLean, VA, the investment conference is the premier industry event focusing on the successful financing, development, marketing, selling and management of private membership and public campground properties. Whether you are a new entrant into the industry or a seasoned veteran, an investor, developer, resort owner, real estate executive, lender or financier, the investment conference is an opportunity to expand your knowledge, explore new ideas, and make valuable contacts. Spread the word and mark your calendars now!

Speakers to include:

- **Jim Rogers**, CEO & Chairman, Campgrounds of America (KOA)
- **Randall Henderson**, Founder of Outdoor Resorts/President of Signature Resorts (a division of Monaco Coach Company)
- **Dr. Richard Curtin**, University of Michigan economist/expert on the RV industry outlook and performance projections

RV Park & Campground Investment Conference

February 4-6, 2009

Hilton McLean Tysons Corner • McLean, VA
www.parkinvestmentconference.com

For more information:

Phone: 703-448-6863

Email: David@DavidGorinAssociates.com



Coast Gold—Perfect Product for the Non-RVer

As you make your sales plans for 2009, keep in mind Coast Gold—the highest level of Coast membership offering all the benefits of a Deluxe membership as well as a cabin and condo exchange through Interval International. Because it includes a powerful travel/vacation exchange option, Coast Gold is perfect for the non-RVer.

If your resort is interested in becoming an Interval International affiliate and would like to begin selling Coast Gold, the first step is to contact your regional representative, Eileen McKee (West) or Doug Woods (East), for a preliminary qualification. Those resorts that initially qualify will then proceed with the remaining steps:

1. Complete Interval International affiliation:
 - Resort Membership Application
 - Resort Affiliation Agreement
 - Attorney's Legal Opinion Letter
 - Resort Calendar
 - Unit Matrix
 - Certificate of Insurance
2. Complete Coast to Coast Amendment to Affiliation Agreement for Coast Gold
3. Schedule Interval International site visit
4. Once approved, order Coast Gold POS kits and start selling!



Email Campaign Generates Leads Via Coast FreeView



Over 800 individuals have signed up to date for FreeView, Coast's new lead generation program. FreeView is designed to drive nonmember RVers to affiliated CampResorts for tours and to also educate them on the benefits of membership camping. Launched in June, FreeView has

employed aggressive marketing efforts, including ads in Highways, MotorHome, Trailer Life, and RV View magazines (total circulation of 2.2 million readers); emails to select targets in Affinity's vast database and a branded website (www.experiencectc.com). Plans call for these efforts to continue into 2009 throughout the selling season.

Aggressive Efforts to Grow Network in 2008 Mean More Choices for Members in 2009

Identifying and adding CampResorts and Good Neighbor Parks to the network is a continual activity for Coast to Coast, but during the past year it was a major priority. According to Bruce Hoster, president of Coast to Coast



Resorts, "By ensuring the growth of the network with RV resorts whose goals closely match our own—superior hospitality, exceptional camping experiences and a high-degree of customer satisfaction—we ensure the continued satisfaction of our members."

As a result of these focused efforts, 37 parks have been added to the Coast family resorts, and 21 resorts have been re-affiliated, including 20 Western Horizon Resorts properties. Offering a rich and diverse selection of opportunities and a variety of personalities, these affiliations add six Deluxe and 18 Classic CampResorts and 34 Good Neighbor Parks, including eight ELS-Encore RV Resorts and three Best Parks in America resorts to the Coast network.



Operations File

A Reminder to All Resorts

Make sure you have created **first quarter holiday and event blocks in Tripsetter**. Blocks need to be set up in Tripsetter a minimum of 90 days prior to the event and must be entered every year. Up to 7 days per month can be blocked out around holidays/special events, allowing resorts good flexibility to effectively manage your inventory around special occasions.

If you have any questions or need assistance, please contact Coast Affiliate Services Help Desk at 800-719-6841.

Watch for the Re-Profile Package

Providing the most comprehensive information available about each Coast to Coast CampResort, Good Neighbor Park, ELS-Encore RV Resort and Best Parks in America resort in the Coast network is a combined effort between Coast and our partner resorts. To help ensure the details about your resort in both the printed and online Coast resort directories are the latest, most accurate and most complete, you will be asked to update your resort's profile this winter. Watch for the **Coast Resort Re-Profile Package** to arrive at your resort in early February.

Welcome to the Family

We are pleased to welcome several new additions to the Coast network:



Good Neighbor Parks

- **Arrowhead Resort Campground**
(Wisconsin Dells, WI) (ELS-Encore Resort)
- **Best Parks in America – Holiday Cove RV Resort**
(Cortez, FL)
- **Best Parks in America – Nashville Country RV Park**
(Goodlettsville, TN)
- **Best Parks in America – Gulf Coast RV Resort**
(Beaumont, TX)
- **Lake George Schroon Valley**
(Warrensburg, NY) (ELS-Encore Resort)
- **Mt. Desert Narrows Camping Resort**
(Bar Harbor, ME) (ELS-Encore Resort)
- **Narrows Too Camping Resort**
(Bar Harbor, ME) (ELS-Encore Resort)
- **Patten Pond Camping Resort**
(Ellsworth, ME) (ELS-Encore Resort)
- **San Francisco RV Resort**
(Pacifica, CA) (ELS-Encore Resort)
- **Santa Cruz Ranch RV Park**
(Scotts Valley, CA) (ELS-Encore Resort)
- **Tuxbury Pond RV Resort**
(South Hampton, NH) (ELS-Encore Resort)



Happy 25th Anniversary Holiday Trails Resorts!

Holiday Trails Resorts is celebrating 25 years in the outdoor hospitality industry. Formed in 1983 by Kevin and Donna Demers,



Holiday Trails has parks across British Columbia, Alberta and Washington, including six properties in the Coast network.

RV Vacations More Green Than Flying Vacations*



RV vacations are more environmentally friendly than fly/drive/hotel vacations, according to a new PKF Consulting study comparing total carbon dioxide (CO2) emissions or carbon footprints. The study found that families of four taking RV vacations generate less CO2 than families traveling on a plane, renting a car and staying in a hotel.

RV Vacation Remain Least Expensive**

SAVE \$

Despite today's fuel prices, typical RV trips remain the least

expensive type of vacation, according to a recent PKF Consulting study comparing vacation costs. According to the study the "typical RV family vacations are on average 27 to 61 percent less expensive than other types of vacations studied." Even factoring in RV ownership and fuel costs, the study reveals that RV family vacations tend to be significantly less expensive than other types of vacations.

*RVIA Press Release, 10/8/08, www.rvia.org

** RVIA Press Release, 10/9/08, www.rvia.org

Note: PKF Consulting Study is an internationally recognized consulting firm with expertise in travel and tourism.



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KEEP IN TOUCH

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www.coastaffiliates.com

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InsideNews is a newsletter published by Coast to Coast Resorts for its network of resorts and parks.



Coast to Coast Resorts

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Upcoming 2009 RV Shows

(organized by Affinity Events, the show division of Affinity, Inc.)

- **20th Annual Colorado RV Adventure Travel Show**
January 7 - 10, 2009
Denver, CO / 303-892-6800
- **20th Annual North Carolina RV & Camping Show Greensboro**
January 9 - 11, 2009
Greensboro, NC / 804-425-6556
- **23rd Annual Washington Camping RV Expo**
January 16 - 18, 2009
Chantilly, VA / 804-425-6556
- **42nd Annual Minneapolis/St. Paul RV, Vacation & Camping Show**
February 5 - 8, 2009
Minneapolis, MN / 763-383-4400
- **Mid-America RV Show**
February 12 - 15, 2009
Kansas City, MO / 816-931-4686
- **19th Annual North Carolina RV & Camping Show - Charlotte**
February 13 - 15, 2009
Charlotte, NC / 804-425-6556
- **24th Annual Richmond Camping RV Expo**
February 13 - 15, 2009
Richmond, VA / 804-425-6556
- **55th Annual Kansas Sports, Boat & Travel Show**
February 19 - 22, 2009
Valley Center, KS / 303-892-6800
- **20th Annual North Carolina RV & Camping Show - Raleigh**
February 27 - March 1, 2009
Raleigh, NC / 804-425-6556
- **52nd Annual Colorado RV, Sports, Boat & Travel Show**
March 5 - 8, 2009
Denver, CO / 303-892-6800
- **3rd Annual Iowa RV & Travel Show**
March 12 - 15, 2009
Des Moines, IA / 763-383-4400
- **5th Annual Virginia RV Show**
March 13 - 15, 2009
Hampton, VA / 804-425-6556
- **20th Annual Las Vegas Sportsmens Boat, RV & Travel Show**
March 20 - 22, 2009
Las Vegas, NV / 702-736-5958 Ext 35
- **4th Annual Pomona RV & Travel Show**
April 23 - 26, 2009
Pomona, CA / 805-290-2203
- **15th Annual Summer Boat & RV Super Sale**
August 21 - 23, 2009
Richmond, VA / 804-425-6556
- **8th Annual North Carolina Fall RV Show & Sale**
September 4 - 6, 2009
Greensboro, NC / 804-425-6556