

# Inside News

A Newsletter for the Coast to Coast Network

FALL 2007



## 2008 RV RESORT & CAMPGROUND CONFERENCE & EXPO

January 21-23, 2008 • Hotel Inter-Continental • New Orleans, Louisiana



### Hold the Date for the *Big Easy!*

**2008 RV Resort and Campground Conference & Expo**

**January 21-23, 2008  
Hotel Inter-Continental  
New Orleans, Louisiana**

Meet industry experts, network with the “Who’s Who” of the outdoor resort industry and attend informative sessions. It’s the most dynamic event happening in the RV resort and campground industry—one you won’t want to miss!

Building on last year’s triumphant launch, the 2008 RVRC is packed with highly-relevant topics in the general sessions and multiple breakout sessions. These sessions include presentations from some of the most successful RV resort and campground developers/operators, industry leaders and business experts.

All details are coming soon—mark your calendars now to attend! The Inter-Continental New Orleans, known for luxury and superior service among New Orleans hotels, is a AAA 4-Diamond hotel at the core of the city not far from the French Quarter.

Presented by:



**WOODALL'S**

**TrailerLife**

For more information:

Phone: **888-399-4590**




Email: **[RVRC@affinitygroup.com](mailto:RVRC@affinitygroup.com)**



### New Trip Point Rate for 2008 Stays

*Increase to Help Offset Higher Electrical Costs*

The new Trip Point rate for nightly stays has been updated in Tripsetter for any reservations beginning January 1, 2008.

Coast Network Resort Type	 Classic CampResorts	 Deluxe CampResorts*	 Good Neighbor Parks
2004-2007 Trip Points per Night	800 Trip Points	800 Trip Points	1,300 Trip Points
2004-2007 Resort Remuneration	\$7.00	\$7.00	\$12.50
NEW 2008 Trip Points per Night	1,000 Trip Points	1,000 Trip Points	1,500 Trip Points
NEW 2008 Resort Remuneration	\$8.50	\$8.50	\$14.00

\* Pricing also applies to Family Benefits Certificates for Deluxe member guests.

Your resort should have already received several communications on this change. If you have additional questions, please go to [www.coastaffiliates.com](http://www.coastaffiliates.com) or contact your regional representative, Eileen McKee (west) or Doug Woods (east).

### Tripsetter Stats

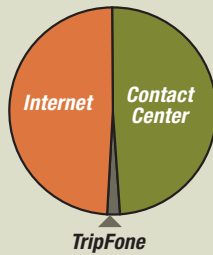
#### TripPoints sold through Tripsetter

1/1/07 – 6/30/07

Contact Center - 49%

Internet - 49%

TripFone - 2%



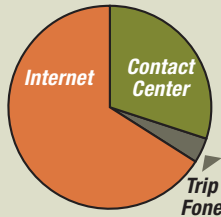
#### Reservations made through Tripsetter

1/1/07 – 6/30/07

Internet - 66%

Contact Center - 30%

TripFone - 4%



### Coast Initiative to Increase Membership Camping Interest



In a determined effort to promote membership camping and attract new members to Network CampResorts, Coast is planning a very aggressive campaign in 2008, utilizing the power of Affinity Group. This campaign, to include both advertising and public relations elements, will attempt to educate RVers on the benefits of membership camping, explain the role of Coast to Coast Resorts in the membership camping experience, and drive RVers to CampResorts for tours. Watch for details of the plan and information on how your resort can be featured in this campaign—both coming soon.

### Fuel Conservation Options

In times of high fuel prices, research shows RVers spend more time enjoying the campground experience and less on the road. With more than 16,000 campgrounds nationwide, RVers can save fuel and cut costs by staying closer to home. Whether they travel five miles or 500, they can still enjoy a great outdoors experience.

Source: RV Business Indicators, 6/7/07, Recreation Vehicle Industry Association, www.RVIA.org

### Larger Network for Members; More Power at Sales Table

Good Sam Club memberships, offering discounts at over 1,700 Good Sam affiliated RV parks and campgrounds in the United States and Canada, will now be included in both Classic and Deluxe new memberships, beginning in January 2008.

In addition, Coast Deluxe new members will see an additional benefit with the inclusion of Camp Club USA in their welcome kits. Effective January 1, 2008, Deluxe new members will receive a free year of the discount camping club that offers 50 percent off camping at over 700 quality-rated campgrounds.

Members will receive the first year of both memberships (Good Sam and Camp Club USA) for free and can renew each program at the respective program's renewal rate. Participation is subject to each program's rules and regulations.

The addition of the Good Sam Club and Camp Club USA gives Coast members even more choices during their first year of membership as they

travel in between CampResort visits. It also adds another compelling sales element, increasing the scale of the network that new members have access to as part of their membership in your resort and Coast to Coast. As a result of the additions, Classic new members have access to savings at approximately 2,200 quality resorts and campgrounds during their first year of membership (Coast and Good Sam), and Deluxe new members will enjoy discount privileges at almost 3,000 quality resorts and campgrounds during their initial membership year (Coast, Good Sam and Camp Club USA). Additional details will soon be available.



\*Participation in Good Sam Club and Camp Club USA is subject to each programs rules and policies.



**Good Sam Club**





## Condo Program Updates

Condo Vacation Getaways are very popular with Coast Deluxe members who love the opportunity to select luxury condominiums at exciting destinations throughout the world for deeply discounted rates. And, resorts in sales find the program can be a persuasive element of the sales and retention process. Condo specials are emailed to Coast members in monthly eNewsletters with a special resort version of each going to resorts. The resort version of the eNewsletter can be printed for use in sales kits to promote condo benefits. If you are not presently receiving these monthly eNewsletters, contact your regional representative, Eileen McKee (west) or Doug Woods (east), to get added to the list.



## Change in Cancellation Policy

Coast's travel partner and provider of the condo benefits, Interval International (WVT), has announced a change in the cancellation policy for Condo Vacation Getaways, effective September 1, 2007.

- For rental transactions cancelled 61 days or more prior to the check-in date, a refund will be issued for 70% of the rental price paid by the member.
- For rental transactions cancelled from 15 to 60 days prior to the check-in date a refund will be issued for 50% of the rental price paid by the member.
- Refunds are unavailable for cancellations received 14 days or less prior to the check-in date.

Prior to the change all bookings were final—no cancellations and no refunds were allowed.

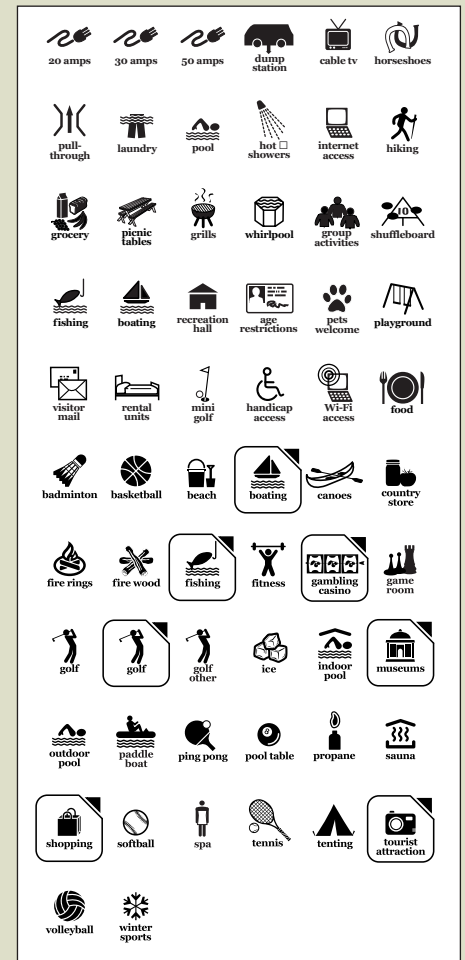
## New Info on Sales Tools

To help promote Condo Vacation Getaways with potential members at the sales table and among the sales staff, several new sales tools are in development.

- **Certificates** – \$25-off certificates good for use on first condo rental; for use with point of sale kits; an initial supply is included in the envelope with this edition of Inside News; additional certificates are available for printing at [www.coastaffiliates.com](http://www.coastaffiliates.com)
- **Dream Vacation Week certificates** – Certificates good for one full week (seven nights) in spacious condo-style resort accommodations at destinations worldwide; available for use at the sales table as incentives; your regional representative will be in touch soon with details on incorporating this incentive into your sales program

## More Icons to Enhance 2008 Resort Directory

Building on the feature added to last year's annual publication, the 2008 edition of the Coast Resort Directory will feature a full array of icons. These symbols will appear with each listing to indicate the resort's amenities.



The Coast to Coast 2008 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.

# Operations File

## Keep in Touch

### Affiliate Website

[www.coastaffiliates.com](http://www.coastaffiliates.com)

### Affiliate Services

Help Desk 800.719.6841  
Fax 303.728.7312  
Email [affiliateservices@rvn.net](mailto:affiliateservices@rvn.net)

### Sales and Marketing Materials Order Line

Phone 800.368.8897  
Fax 303.728.7312

### Resort Relationships

#### West

Eileen McKee, Director of Resort Relationships  
Phone 800.833.9183  
Email [emckee@affinitygroup.com](mailto:emckee@affinitygroup.com)

#### East

Doug Woods, National Sales Manager  
Phone 404.394.0599  
Email [dwoods@affinitygroup.com](mailto:dwoods@affinitygroup.com)

## MEMBER CONTACT INFORMATION

Coast Member Services 800.368.5721  
Coast Travel Services 800.722.1410  
[www.coastresorts.com](http://www.coastresorts.com)



## Welcome to the Network.

Over the past few months, several quality resorts have joined the Coast to Coast Network. We are pleased to welcome the following to the family as Good Neighbor Parks.

- **Best Parks in America – Rincon Country East RV Resort** (Tucson, AZ)
- **Best Parks in America – Rio Bend RV and Golf Resort** (El Centro, CA)
- **Best Parks in America – Westwind RV & Golf Resort** (Yuma, AZ)
- **Crossroads RV Park** (Lyndon, KS)
- **Lewisburg Bay RV Park** (Morrilton, AK)
- **Old Chatham Road RV Resort – An Encore Resort** (South Dennis, MA)
- **Old Town Campground N Retreat** (Old Town, FL)
- **Parnell Creek RV Park** (Woodville, AL)
- **Pinehirst RV – an Encore Resort** (Old Orchard Beach, MA)
- **Talladega Creekside Resort** (Talladega, AL)

Effective September 10, 2007, the Coast to Coast/ Bank of America credit card program, including the Instant Credit Program, was discontinued. Details on a new program will be released the first of October. Watch your mail for information coming your way soon. In the meantime, please contact Dan Hoopes at 303-728-7493 if you have any questions.

## Industry Leader Plans Tripsetter Upgrade

In keeping with its position as the industry leader, Coast to Coast Resorts is planning an upgrade to the Tripsetter reservation system. Additional information will be forthcoming over the next few months.

## Inside News

A newsletter published by Coast to Coast Resorts for its network of resorts and parks.



### Coast to Coast Resorts

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